10/25/84 U6430-2(u) A

1984 Edition

TRAVEL TRENDS in the United States and Canada

BUSINESS RESEARCH DIVISION
UNIVERSITY OF COLORADO
IN COOPERATION WITH THE TRAVEL
AND TOURISM RESEARCH ASSOCIATION

ttra
travel & tourism research association

TRAVEL TRENDS IN THE UNITED STATES AND CANADA

by

Charles R. Goeldner
and
Karen P. Duea

Business Research Division
Graduate School of Business Administration
University of Colorado
Boulder, Colorado

in cooperation with
The Travel and Tourism Research Association

Price Per Copy - $45.00

Additional copies may be ordered from:

Business Research Division
Campus Box 420
University of Colorado
Boulder, Colorado 80309

ISBN: 0-89478-078-6

Copyright 1984

By the Business Research Division
Graduate School of Business Administration
University of Colorado
Boulder, Colorado 80309

PREFACE

Travel Trends in the United States and Canada is a revision of a similar report published in 1981 by the University of Colorado and the Travel and Tourism Research Association. This 1984 report marks the seventh edition of *Travel Trends* in its present format.

The volume reports available statistics on travel in the United States and Canada which have been obtained from numerous agencies and organizations. No effort has been made to confirm the accuracy or pass judgment on any of the data. The role of the Business Research Division has been limited to that of *collecting* and *reporting*. The reader would be wise to question the comparability of some of these statistics since the various states do not use a uniform methodology in their data gathering. The report illustrates that no state or province has an excellent uniformly reliable annual source of travel statistics to show year to year trends, and it points out the critical need for better travel data. In spite of the shortcomings of the data, the report does put dimensions on travel in the United States and Canada and points out some of the highlights and the economic importance of tourism. Even though data reported by the states may not come from the same base, it does permit some rough comparisons to be made.

Efforts have been made to present as complete a picture as possible; however, it is recognized that some information sources have been overlooked. Readers are urged to call omissions to our attention for inclusion in the next edition.

The Business Research Division expresses appreciation to the Travel and Tourism Research Association for their financial support of this project. Acknowledgment is also due the individuals, organizations, associations and federal, state and local agencies which responded to the many queries for data and source material.

C. R. Goeldner, Director
Business Research Division
University of Colorado

TABLE OF CONTENTS

Preface ii

List of Tables v

Part I - United States

I INTRODUCTION 2

II VISITS TO PARKS, RECREATION AREAS AND STATES 11

III LENGTH OF STAY AND SIZE OF PARTY 42

IV TOURIST EXPENDITURES 44

V INDICATORS OF ECONOMIC IMPACT 51

VI TRAVEL AS AN EMPLOYER IN THE STATE ECONOMY 76

VII TRANSPORTATION OF OUT-OF-STATE VISITORS 79

VIII TOURISM ADVERTISING 88

IX DATA CENTER'S 1982 NATIONAL TRAVEL SURVEY 102

X RECREATION PARTICIPATION PATTERNS AND TRENDS 108

XI TRAVEL COSTS 116

XII PASSPORT STATISTICS 119

XIII INTERNATIONAL TRAVEL TO/FROM THE UNITED STATES 125

Part II - Canada

XIV TOURIST VISITS 141

XV TOURIST EXPENDITURES 150

XVI INDICATORS OF ECONOMIC IMPACT 154

XVII TRANSPORTATION 162

XVIII TOURISM ADVERTISING 167

XIX CANADIAN TRAVEL SURVEY 173

XX RECREATIONAL PARTICIPATION 183

XXI TRAVEL COSTS 188

XXII INTERNATIONAL TRAVEL BY CANADIANS 190

XXIII FOREIGN VISITORS TO CANADA 204

XXIV BALANCE OF PAYMENTS 220

XXV FORECASTS OF THE INTERNATIONAL TRAVEL ACCOUNT AND INTERNATIONAL TRAVELER FLOWS 222

Part III - General

XXVI WHERE TO FIND TRAVEL RESEARCH FACTS 227

XXVII INFORMATION CONTACTS 238

SOURCES OF INFORMATION 248

LIST OF TABLES

Table		Page
1	Total Visits to National Park Service Areas	15
2	Recreation Visits to National Park Areas	18
3	Overnight Visits to National Park Service Areas	20
4	Camper Days in National Park Service Areas, Tent and Trailer Use	23
5	Total Visits to State Parks and Similar Areas	26
6	Overnight Visits to State Parks and Related Areas	29
7	Total Recreational Visits to National Forests	32
8	Recreational Visits to Campgrounds in National Forests	35
9	Visitation at Federal Outdoor Recreation Areas by Agency	38
10	Estimated Number of Out-of-State Visitors, All Types	39
11	Average Length of Stay and Size of Party	43
12	Estimated Visitor or Tourist Expenditures	46
13	Average Total Expenditures of Visitors in States	49
14	Average Expenditure Per Person Per Day	50
15	Average Annual Employment in Hotels and Other Lodging Places	54
16	Wage and Salary Disbursements in Hotels and Other Lodging Places	57
17	Taxable Sales of Motels, Hotels, and Other Lodging Places	60
18	Hotels, Motels, Motor Hotels and Tourist Courts	63
19	Percentage of Visitors Using Various Types of Accommodations	66
20	Average Annual Employment in Eating and Drinking Places	67
21	Wage and Salary Disbursements in Eating and Drinking Places	70

Table Page

22 Travel Agencies, Tour Operators and Related Services 73

23 Estimated Annual Revenue Received From Travel Taxes. 74

24 Travel-Generated Employment as a Percent of Total Nonagricultural Employment. 78

25 Percentage of Visitors Using Various Modes of Transportation 81

26 Intercity Passenger Travel in the United States 82

27 Energy Efficiency 83

28 Total Gasoline Service Stations 84

29 Total Gasoline Service Stations Dollar Sales 86

30 Advertising Dollars Expended By States in U.S. Measured Media 91

31 U.S. Advertising Expenditures in Measured Media 92

32 Total Advertising Expenditures of States of the U.S.A. and Rankings 93

33 State Annual Advertising Expenditures in U.S. Measured Media 94

34 Total Advertising Expenditures of Other U.S. Destinations Spending $100,000 and Over. 95

35 Travel Department Budget 96

36 Travel Department Advertising Budget 98

37 Travel Department Printing Budget. 100

38 Travel by Selected Trip Characteristics 104

39 Travel by Selected Traveler Characteristics. 106

40 Demographic Characteristics of Adult Population and Travelers 107

41 Participation Trends From Nielsen Surveys. 110

42 Interest in Sports Participation. 112

43 Specific Athletic Activities: Participation 113

44 Reasons for Participating in Athletic Activity 114

45 Household Participation in Leisure Time Activities 115

Table Page

46 Travel Price Index and Consumer Price Index 117

47 Passport Recipients According to Sex and Age Groups 120

48 Passport Recipients by Occupation 121

49 Object of Travel (Non-Government) by Passport Recipients. 122

50 Passports Issued Monthly 123

51 International Travel and Passenger Fare Transactions 127

52 Travel Payments of U.S. Travelers in Foreign Countries, by Area 129

53 U.S. Receipts From Foreign Visitors in the United States 132

54 International Travel by U.S. Residents By Area. 134

55 International Tourism to the United States. 135

56 Foreign Visitor Arrivals in the U.S. by Area of Residence 136

57 Top Twenty Countries Generating Visitors to the United States. 137

58 Average Expenditures of U.S. Travelers Overseas, By Area. 139

59 Average Expenditures of Overseas Visitors in the United States, By Area 139

60 Total Visits to National Park Service Areas. 143

61 Overnight Visits to National Park Service Areas. 144

62 Visits to National Historic Parks and Major Sites by Province. 145

63 Total Visits to Provincial Park Areas 146

64 Overnight Visits to Provincial Park Areas 147

65 Number of Out-of-Province Visitors, All Types 148

66 Average Length of Stay and Size of Party. 149

67 Estimated Tourist or Visitor Expenditures 151

68 Average Total Expenditures of Visitors in Province 152

69 Average Expenditure Per Visitor Per Day 153

70 Employment in Accommodation and Food Services. 156

Table		Page
71	Number of Locations and Total Receipts for Major Accommodations Groups by Province	157
72	Source of Receipts for All Types of Accommodations by Province	160
73	Type of Accommodations Used by Visitors in Province	161
74	Percentage of Visitors Using Various Types of Transportation	163
75	Estimated Number of Non-Resident Motorists Entering Canada, By Province	164
76	Number of Non-Resident Passenger Cars Entering Canada, By Province	165
77	Intercity Revenue Passengers Carried By Train, Bus and Plane, Canada	166
78	Total Advertising Expenditures in U.S. Measured Media By Canada and Canadian Provinces	168
79	Provincial Travel Department Budget	170
80	Provincial Travel Department Advertising Budget	171
81	Provincial Travel Department Printing Budget	172
82	Selected Characteristics of Trips, Residents of Canada on Trips of 80 km or More With Destinations in Canada	175
83	Person-Trips by Main Means of Transportation and Main Trip Purpose, Residents of Canada on Trips of 80 km or More With Destinations in Canada, by Quarter	177
84	Type of Accommodation Used, By Region of Destination	179
85	Selected Socioeconomic Characteristics of Travelers, By Quarter	180
86	Reported and Reallocated Expenditure, By Type and Quarter	181
87	Interprovincial Travel	182
88	Selected Activities of Domestic Travelers, By Quarter	184
89	Selected Activities of Domestic Travelers, By Province	185
90	Participation in Recreational Activities, Canada	186
91	Changes in Recreational Participation, Canada	187
92	Travel Price Index and Annual Average Consumer Price Index, Canada	189

Table Page

93 Number, Nights and Expenditures of Canadian Residents Returning From the United States After a Stay of One or More Nights, By Selected Trip Characteristics 192

94 Number, Nights and Expenditures of Canadian Residents Returning From Countries Other Than the United States, By Selected Trip Characteristics 194

95 Visits, Expenditures and Length of Stay of Canadian Residents Returning From the United States, By Selected States 196

96 Visits, Expenditures and Length of Stay of Canadian Residents in Selected Countries 198

97 Summary of Trip Characteristics of Canadian Residents Returning From the United States After a Stay of One or More Nights 200

98 Summary of Trip Characteristics of Canadian Residents Returning From Countries Other Than the United States 202

99 Visitors From Foreign Countries 205

100 Number, Nights and Expenditures of United States Residents Entering Canada and Staying One or More Nights, By Selected Trip Characteristics 209

101 Number, Nights and Expenditures of Residents of Countries Other Than the United States Entering Canada and Staying One or More Nights, By Selected Trip Characteristics 211

102 Number, Expenditures and Nights Stay of Nonresident Travelers Entering Canada 213

103 Trip Characteristics of United States Residents Entering Canada and Staying One or More Nights 216

104 Summary of Trip Characteristics of Residents of Countries Other Than the United States Entering Canada for One or More Nights 218

105 Balance of Payments on Travel Account by Calendar Year 221

106 Canada's International Travel Account 223

107 Non-Resident Travelers in Canada 224

108 International Travel by Canadian Travelers Outside Canada 225

PART I

UNITED STATES

I

INTRODUCTION

This compilation of *Travel Trends in the United States and Canada* represents the seventh edition of the publication. Previous editions appeared in 1969, 1971, 1973, 1975, 1978, and 1981. Preparing the work has been both a rewarding and frustrating experience. It has been rewarding because it pinpoints new trends and documents the many thousands of individuals across the United States and Canada depending upon tourism and travel for their livelihood. It presents interesting ratings for the states on various measures of tourism performance and highlights the economic importance of tourism.

It has been frustrating because a number of data series have been discontinued and up-to-date information is not readily available. There is a tremendous data lag, evidenced by the fact that at the time this edition goes to press, all data series for 1982 were not yet completed. We are not only frustrated but embarrassed to introduce a publication in 1984 which contains 1982 data. We have seriously considered terminating the publication because of lack of timeliness, but encouragement by many in the industry convinced us to continue it simply because it is better to have a less timely document than no document at all.

Unfortunately, data lags are increasing rather than decreasing. This disturbing reality is especially upsetting when one considers that travel is a dynamic and changing industry. Prior to the 1970s, data lags were not much of a concern in the travel industry because it appeared that growth was going to continue upward and onward indefinitely and the trends of the future could easily be forecast from past data even if it were several years old. The forecaster had only to look at a past historical series and conclude that future trends would simply be about 5 to 10 percent higher on an annual basis. The 1970s witnessed a marked change brought about by the energy shortfall and the rapid growth of inflation. The uniform travel trends enjoyed for some time in the past were substantially interrupted. The years 1973, 1974, and 1979 introduced a new era of change in travel. They have become benchmark years from which growth and travel is being measured and new trends are emerging.

Not only are data lags increasing, but a number of important data series have been interrupted or discontinued. The *National Travel Survey* was not conducted in 1982 by the Census Bureau; consequently, this critical benchmark is not available to measure changing travel trends. The last issue of *Travel Market Yearbook* was published in 1982 and contained 1980 data, many of the selected services data series were discontinued, and air travel statistics and passport data are not as comprehensive as they once were. Since a substantial portion of the air passenger statistics are furnished by the Civil Aeronautics Board (CAB) which is scheduled for termination, there is concern over the future of these statistics.

In spite of these shortcomings a substantial amount of information has been compiled in this edition of *Travel Trends in the United States and Canada*. It has been organized to serve as a reference tool and is virtually a statistical abstract of travel and tourism. Data are presented from over 250 different sources.

While this volume attempts to present data through 1982 for the states and provinces, this chapter will attempt to provide a brief perspective of the travel scene in 1982, 1983, and analyze prospects for the future.

The 1983 information comes from the U.S. Travel Data Center's review of the travel industry for 1983. Readers who are interested in more detail on 1983 and forecasts for 1984 should secure a copy of the proceedings of the 1984 Travel Outlook Forum. This 220 page publication is available from the U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036 for $85.00 a copy.

1982

When all the numbers were tallied for 1982 they showed it was not a particularly good year for travel and tourism. It was a recession year and travel was off–1982 had the dubious distinction of travel receipts falling below 1981 during every month but one. While 1982 is not significant for its statistics and change relative to other years, it is significant for the fact that travel showed only minimal decline while other industries considered to be more stable and indispensable showed devastating declines. Because of the large decline by other sectors of the economy and minimal decline in tourism it made many community and state leaders recognize that travel is a strong, important, stable sector of the economy. A strong tourism industry helps provide a diversified economy.

1983

The recovering economy in 1983 boosted travel receipts by 9.9 percent. Travel sales grew faster than overall gross national product (GNP). This repeated the pattern established in seven out of the last 11 years. Travel sales in 1983 fell below their decade-long compound annual growth rate of 11 percent, but 1983 growth was twice that recorded in 1982.

Deflating dollar travel industry receipts by what happened to prices gives a measure of real travel industry receipts or real travel industry output. The 6.4 percent increase in real industry output is the best since 1976. The travel industry has exceeded the real growth rate of the overall economy in half the years since 1973. Real travel output has declined only once in these years while real GNP has declined four times.

Travel industry employment presented good news in 1983 as travel employment again outpaced the overall economy. Travel employment has grown faster than total employment for the last 11 years. In fact, the industry's employment has grown twice as fast as the overall economy since 1958, and has not recorded a decline. In spite of the damaging recession in 1982 when total employment fell by nearly 2 percent, travel employment increased by more than 1 percent. As a result of continually outperforming the overall economy in job creation, travel employment now accounts for 8.3 percent of total employment, up from 6.2 percent in 1973.

Prospects for the Future

The two most obvious factors influencing travel currently are energy and economics. While they will remain troublesome in the future there are a variety of other developments which will change travel patterns. Some of these are:

- Demographic trends,
- Changing consumer attitudes,
- Shifts in seasonal travel patterns,
- Travel, lodging, and restaurant price increases,
- Shifts in the relative costs of alternate modes of transportation,
- Development of new travel facilities,
- Adjustments in international trade and financial flows,
- Foreign exchange rate fluctuations,
- Political and military events,
- Technological advances in communications,
- Computers, and
- Deregulation.

Change is one of the constants in life and in business. This is especially true in the demographic area. The travel consumer in 1990 will be far different from the one today. A look at the U.S. population in reference to size, density, distribution, and other vital statistics indicates major changes which will impact tourism. By the end of the decade as market segments change, grow, shrink or become dominant, their psychographics or life styles, needs, and desires will influence the nature of consumer goods and services including travel and vacations. A brief examination of population changes shows the following.

Population Trends

It takes people to fill rooms, attend attractions, visit destinations, and create a tourism market. The numbers are present and create an optimistic picture. The population of the United States has been increasing rapidly. In 1950 it was 151 million, in 1960 the total was 179 million, in 1970 population totaled 203 million and in 1980 the census count was 226.5 million. Further population estimates show the U.S. population reached 233 million in 1983, while 250 million are expected in 1990 and 266 million in the year 2000.

Age

Age and age groups are of greater interest to tourism managers than is the actual population count. Young children and institutional elders are not vacation consumers. It is worthwhile to look at what is happening to the age segments of our population and identify their impact on travel demand. Here we have both some pluses and minuses.

Babies. There will be a mini baby-boom in the late '80s and '90s when the post World War II baby-boomers have their own children. Even though these people are delaying marriage until they are older and having fewer children this mini boom will result from the sheer number of people in the child bearing years. The number of babies being born is already increasing each year. The U.S. is experiencing a higher birth rate, more births, and more women in child bearing ages. Approximately 3.7 million babies a year are being born and by 1988 approximately 4 million are expected. At the moment this is not particularly desirable for tourism managers because families with babies and young children tend to drop out of the vacation market because they have to stay home and take care of them. In addition, young children create a drain on income which might otherwise be used for travel. However, these babies are future potential customers and in the long run this is a healthy sign.

Teenage Group. The teenage population is now declining after record growth in the '60s. While total population in the U.S. is expected to grow about 10 percent during the next 10 years, there will be a 19 percent decrease in the number of teenagers 14-17. There will be approximately 12.7 million in 1990 versus 15.7 million in 1980. In the years of the teenage boom, this market fed recreation participation travel to Europe, air travel, and greatly enhanced tourism growth. Now that teenage numbers are falling, colleges, the military, ski resorts, and other recreation-oriented destinations will feel the impact. Nevertheless, there are some large numbers here and teenagers continue to comprise an important market for tourism because they have a great deal of spending power which they can spend as they please. They influence family spending patterns especially when it comes to deciding where the family will vacation. They travel on their own. In families with teenage children the head of the household is usually at the peak of his earning power and the largest number of working women come from these families. These families also tend to spend the largest percentage of income and save the least.

Young Adult Market. One major category emerging for the future is the young adult market—the result of the baby boom moving from the teenage category into adulthood. Now its numerical strength, buying power and influence cannot be denied. In 1980 there were over 30 million young adults age 18-24 in the United States. The number of people 20-34 years old increased from 41 million in 1970 to 58 million in

1980. This group will continue growing and by 1990 will approach 65 million. Those 20-34 years old now comprise the largest segment of the adult population (26 percent), will still be the largest group in 1985 and will continue to dominate up to 1990.

The 35-54 Market. The 35-54 year old group numbered about 48 million in 1980 and is another important segment. This group tends to populate destination resorts and travel by air. This is the market segment that tourism managers must continue to develop and expand. This population group is expected to grow by over 13.5 million by 1990 swelling that group to 62 million.

Age Group 25-44. If we take the heart out of the two previous age groups we come up with the 25-44 age group which spends the most on travel and lodging. The baby boom infants of the post World War II period have grown up and have moved into their prime spending years. By 1990 more than one-third of the U.S. population and some 81 million people will be in this 25-44 age category. This age group tends to be better educated and more widely traveled than their parents. Consequently, they are more comfortable traveling than previous generations. They also place a high priority on personal growth and experiences. They have been known to consider travel as a necessity, not a luxury. Meeting the needs of this group is essential to the success of future travel business.

Senior Citizen Market. Another major population segment to be watched is the over 65 senior citizen market or the semi-senior citizen market, the over 55 year olds. The number of people over 65 will increase about 20 percent during the 1980s to about 30 million people or 13 percent of the population. The greater the proportion of population that moves into this senior group, the more the probability of their moving out of the travel market, as this is the least mobile sector of our population. Offsetting this is the fact that an increasing portion of the total market are retiring at a relatively early age giving them additional time for travel. Even though the over 65 segment of the population is the least mobile, many of these people have the time, money and interest for travel if appropriate facilities are available and promoted properly. Also travel by people 65 and over increased 50 percent between 1972 and 1977 according to the *National Travel Survey* conducted by the U.S. Census Bureau. If this trend continues the travel potential of this group cannot be overlooked. At one time this group did not have the financial means for travel; however, they are becoming an increasingly affluent group

The senior citizen market typically calls for travel experiences that do not require a great deal of physical exertion and one that has special needs and desires. They comprise a market well worth pursuing as their life style does not confine them to a specific season or length of time as with other age groups. These factors provide obvious advantages to tourism marketing personnel and permit this group to be attracted in the off season.

Travelers in the over 65 age group experienced the economic hardship of the great depression and this left them engrained with a deep value orientation not typically found in the people born during the post World Was II era. Because of this value-orientation many older travelers can't justify the cost of luxury accommodations even if they can afford them. Consequently this age group favors mid-price or budget properties where they can cope with their value system and justify extended vacations due to lower rates.

The Tennessee Office of Tourism has sponsored an imaginative vacation promotion entitled "The Senior Class." This is a program where food, lodging and attractions offer special discounts to seniors and it has been extremely successful in stimulating group travel.

Sex

Almost 53 percent of the U.S. adult population are women and their longevity continues to increase. At the end of 1982 there were approximately 48 million women working in this country constituting 44 percent of the U.S. work force. It was estimated that these women took 32 million business and convention trips during the course of the year. By 1990 the U.S. Bureau of Labor Statistics projects there will be 56.6 million women working in the U.S. There will be a greater number of women in executive positions; the job level that traditionally involves business travel. One only has to examine the enrollments in U.S. universities and find that women contribute large percentages of medical, law, and business school enrollments to determine the role women will play in the future.

Singles

Another population segment that has a significant impact on the tourism industry is the large number of singles. There are more singles in the U.S. than ever before, a fact which is bringing about substantial change in our society. In 1980, 53.6 million people aged 18 or over were single, widowed or divorced, an increase of 16.1 million over 1970. Such increases have never been approached before. Persons living alone rose from one in every six households in 1965 to nearly one in four in 1980. Most of these young adults are not burdened by the cost of children and devote their expenditures to recreation, travel, restaurant meals, and the good life. Young singles travel more than the average adult and more than others their age who are married. They are also more likely to travel by air and to travel outside the continental United States. Even though the singles population will probably not continue to grow because the percentage of young people in their teenage years is shrinking, the widowed group is relatively stable, and the size of the divorce segment depends on the rate of re-marriage which is high, the singles market still deserves the tourism manager's attention. The singles market appears to have reached its peak.

Population Shifts

The population is moving to the sunbelt. If we examine the shift to the sunbelt, we find that the shift is really a shift to the west, the southwest and Florida. It is the story of the north's decline and the west and southwest boom. The sunbelt explosion is really the story of three emerging states--California, Florida and Texas. These states have population and economic power greater than many countries in the world.

The sunbelt explosion is also the story of ten cities of great opportunity, all in the west and the south: Albuquerque, Austin, Denver, Phoenix, Salt Lake City, San Antonio, San Diego, San Jose, Tampa and Tucson. Eight of the ten fastest growing states in the U.S. are in the west; the other two are Florida and Texas. This pattern holds true not only for population growth but also income growth. The west is the best educated region in the country and there is a high degree of correlation between travel and education. These are trend setting states which will forecast social changes.

Other Population Trends

It was mentioned previously that the total population is now 233 million and it is expected to increase to 250 million by 1990 because of a higher birth rate and because at least 450,000 immigrants are expected during each of the next six years. This highlights another trend and that is Hispanic and Asian populations in the U.S. are growing very rapidly. During the '70s, 35 percent of all legal immigrants to the U.S. were from Asian countries compared to just 13 percent during the '60s. Almost a quarter of all legal immigrants to the U.S. during the '70s were from Mexico, and Central and South America. These trends are worth watching. At the present time many of these transplanted Hispanic and Asians are looking for unskilled jobs providing an excellent labor supply in the southwest and west coast.

Income

Buying power is another factor that the tourism manager has to consider. People must have buying power to create a market. Studies show a direct relationship between family income and travel. Current income trends appear favorable. With inflation down there have been some real increases in personal income. The high degree of correlation between income and travel is not likely to change in the future. Tourism managers appeal to those households which have high income; however, almost everyone else is also trying to sell to this market creating intense competition. One finds that if a household earned a combined $50,000 or more in 1980 its composition was white, married and aged 45 to 54. It lived in the suburbs of the northeast or west and its head worked as a manager or administrator. The household ranked among the top 5 percent in the country—an income elite of 4.4 million households.

Education

Education has always been a factor which has stimulated travel. Studies uniformly show that the well educated account for the most travel and the most dollars spent for vacation and pleasure trips. Trends in education show greater and greater portions of the adult population completing additional years of education. The Census Bureau projects that by 1990, 74 percent of the people 25 and over will have four years of high school compared to 66.5 percent in 1980. In 1980, 31.9 percent of the adult population had completed one or more years of college while at least 33 percent are expected to have done so by 1990.

Occupation

Occupation is a factor that is closely related to income and education. There are also certain life styles associated with occupations and this has an impact on whether individuals are likely to travel or not. Studies have shown that the occupational classifications producing the greatest number of vacation trips were in the professional, technical and managerial areas. Between 1970 and 1980 there was a 37 percent increase in the combined numbers of professional, technical and managerial workers which was greater than the 24 percent increase for the labor force as a whole. This trend speaks well for the future of vacation travel; however, there are more workers in other occupational categories. Income is growing more quickly among the lower socio-economic strata. These people typically have not been heavy travelers but they certainly have the income to travel in today's society.

Attitudes

Attitudes toward leisure and recreation have changed over the years. We have moved from a Protestant work ethic to a leisure ethic. The length of the work day in the United States has been compressed from about 12 hours to 8 hours. The number of days worked per week has declined from 7 to 5 or even fewer and the population's attitude toward travel, leisure, and recreation has shifted from being a luxury to a necessity. It seems quite clear that future generations will view leisure quite differently than those of the past. They will view it as a right, as one of the most meaningful aspects of their lives, and this attitude change will greatly enhance tourism and the value placed on recreation.

Time

Another factor affecting travel is free time. Not only does it take money to travel but it takes time. In many cases time is the most significant barrier. The amount of free time or leisure time available to the average person in the U.S. will continue to increase. The greatest impact on travel takes place when employees are given blocks of free time. These are extending anywhere from three days to six weeks. We are seeing a trend of people taking more than one long vacation a year. People are taking several long trips plus a number of mini-vacations.

Custom, Habit and Tradition

In some instances traditions can be changed and at other times it is best to try to accept them and work within their framework. Often changing life styles requires altering attitudes on the part of those in travel management. Profiles of tourists indicate that approximately 40 percent of all travel is for the purpose of visiting friends and relatives. Specifically, the *1977 National Travel Survey* showed the purpose of 37 percent of the trips was to visit friends and relatives compared with 38 percent in the 1972 survey. By far the most frequently used mode of travel is the automobile. Travel to visit friends and relatives appears to be a habit which has changed little despite changes in the economy and energy.

Nostalgia is a major market segment for tourism. In the face of ever-increasing technology and the pace of modern life, people are making a more conscious attempt to recapture the past. Museums, art galleries, monuments and preserved buildings indicate this practice has gone on for years. The pulling power of the Smithsonian, the Holy Land, Athens, Rome, Colonial Williamsburg (the list is lengthy) amply demonstrates this. Preservation today is taking the form of exhibits as working objects. Thus, it is possible for tourists to visit railroads and antique car museums as well as living history farms and see antique steam locomotives, cars, and farm equipment in operation. A prime example of nostalgia is the San Francisco cable car. This obsolete transportation system with questionable safety and comfort is a powerful tourism force and loved by almost everyone.

Changing Life Styles

As Hershel Sarbin, former publisher of *Travel Weekly*, has indicated, income does not travel, occupation does not travel, education does not travel, people travel. The decision to take a trip or not to take a trip involves an intricate set of wants, needs, desires and expectations. And these wants, needs, desires and expectations belong to people who are constantly changing.

Today, more people are concerned with self-fulfillment, trying out new life styles, and searching for new pleasures. In this environment travel is a competitor bidding against other leisure time activities for the consumer's attention and share of time and dollars.

As noted earlier, young adults are a growing force in our economy. They have developed new values and attitudes that are bringing about substantial changes. For example, the attitude toward marriage of these young people is quite different from today's 35-49 age group when they were young. Young people are getting married later, if at all, and this is reflected in the number of single people.

Experiments with life style, the sexual revolution, and the woman's movement have given the travel industry new groups of travelers to accommodate. Working couples eat out more and travel more. Childless couples have greater discretionary income and travel more than couples with children. Unmarried couples travel together. Single women and older women travel alone or together for business and pleasure. Many travelers demand resorts which offer facilities for everything yet they actually use very few of them.

Managing change requires a continuing dedication to knowing your customers better through market research, constant customer feedback and attention to the ever changing needs of key markets through an alert, aggressive marketing organization.

Energy

Energy has had a tremendous impact on our country and created a great deal of social change. It has shifted expenditure patterns from leisure and recreation to utility bills, etc. While it appears that energy costs have stabilized and the near-term future for energy looks positive, the long-term situation must constantly be of concern with the volatile mideast situation. There is a great deal of evidence at this time when it comes to energy priorities that consumers will give up other activities before relinquishing their vacation and recreation activities.

Conclusion

This chapter has sampled a few factors impacting tourism. A look at these trends, the recent past, and future trends concludes the chapter. The leisure industry's greatest period of growth began shortly after the end of World War II. Some of the factors that stimulated this growth were (1) accelerated curves of family formation and the rising birth rate, (2) the credit card, (3) development of high speed interstate highways, (4) the large high performance automobile designed for comfortable long distance travel, (5) abundant and cheap gasoline to power automobiles, (6) the development of new tourist facilities, (7) use of media to communicate travel, recreational and leisure ideas, (8) large capacity jet airplanes with the ability to compress time and distance, and (9) the promotion of tourism as a means of economic development.

While today some of these catalysts are diminishing in importance or even disappearing new ones are taking their place. In addition to social changes the future is going to be influenced by technology, environment, economics, and the natural resource situation—energy. During the last 30 years Americans have made the annual vacation trip a national institution. Research shows that few Americans would be willing to give it up. They would give up other things first. Consequently, it appears that travel may be embedded in our country's behavior patterns. On the whole the future of tourism, recreation and leisure can be painted as bright. The industry will be driven by the following conditions:

1. Contemporary socioeconomic forces are characterized by the growth of leisure, the need for psychological escapism, the young adult bulge, smaller and delayed families, working wives, expanding education and long-term growth of discretionary income all moving in a direction which indicates more tourism.

2. There will be a continued steady shift from large automobiles to smaller vehicles in the future and there will be continued increases in the miles per gallon automobiles will achieve.

3. Smaller cars offer less comfort on long distance vacations and though this will not necessarily be a substantial deterrent, it will benefit to some extent our common carrier system.

4. The vacation travel market will be increasingly pointed toward air travel. Even a small percentage of travel shifted from automobiles to air will result in a sizeable increase in air travel.

5. The motor coach and tour bus will continue to grow in popularity.

6. Even with these trends automobiles will continue to be the major method of vacation transportation.

7. The U.S. tourist industry is strong and resilient; even in recessionary times the tourism industry has coped well.

8. Consumerism will become an even more important force in travel. Travelers will become more value conscious and it will be important for the travel industry to deliver value.

9. The large number of singles will continue to boost tourism.

10. Women will become more important in the travel market in the future and their impact will be dynamic.

11. The U.S. society has moved from a work ethic to a leisure ethic. The youth of the country are demanding travel, recreation and leisure as a right.

12. Timesharing will continue to be one of the hottest items in the tourism industy.

13. Electronic and computer technology will improve communications and our level of understanding about the world. Travel information for vacation decision-making will be instantly available to the consumer.

14. With population increases, income increases, and a static land supply, the demand for recreational property will continue to increase, pushing prices ever higher.

15. The trend toward multiple vacations will continue. The annual summer vacation trip is being augmented with trips during other seasons.

16. The current trend is toward a longer length of stay–going to a destination resort and staying a week or more rather than on a long automobile trip. There is an increase in travel closer to home–shorter trip distances.

17. International travel will continue to increase–more foreign visitors coming to the U.S. and the U.S. sending more visitors overseas. Exchange rates will have a dramatic effect here; for example, the dollar has strengthened so dramatically in the past two years that the world has once again become an excellent vacation value for U.S. citizens. Just a few years ago the U.S. was a vacation bargain and a record number of foreigners visited.

18. Travel will continue to grow in the future until it becomes our world's largest industry. Herman Kahn has predicted it will be the world's largest industry by the year 2000. Somerset Waters, in his 1984 edition of the *Travel Industry World Yearbook*, suggests tourism is already the largest industry in America and in the world.

II

VISITS TO PARKS, RECREATION AREAS AND STATES

The data available on travel visits used in this chapter are presented for different types of recreation areas including National Park Service areas, state parks and similar areas, and national forests. These data give an indication of the relative frequency of use of the various areas, as well as their relative importance from one state to another. Also presented are data on out-of-state visitors. The data appear in Tables 1-10, which follow the text material.

National Park Service Areas

The National Park Service administers not only national parks, but other areas including national monuments, memorials, historic parks and sites, parkways, seashores, recreation areas, battlefields, lakeshores, military parks, wild and scenic rivers and riverways, preserves, trails, the National Capital Parks, the National Visitors Center, the National Mall and the White House. Of the 334 areas administered by the National Park Service (NPS), 296 reported visits in 1982. These 334 areas contained 79,365,775 acres as of December 1982.

Total Visits

Total visits to National Park Service areas reached 334,448,000 in 1982 for a 1.5 percent increase over 1981 visits of 329,663,300. Visits in 1981 were up 9.8 percent over 1980 visits (300,324,100). In 1977 a decline of 1.9 percent was reported and in 1979 a 0.2 percent decrease was recorded. These were the only declines in NPS visits since 1958, although a slowdown in visitation was recorded during 1972, 1973 and 1974 (up 5.5, 1.9 and 0.9 percent respectively).

The ten areas reporting the largest visitation in 1982 were: Rock Creek Park (District of Columbia) 28,761,000; Golden Gate National Recreation Area (California) 19,897,400; Blue Ridge Parkway (Virginia-North Carolina) 17,849,100; Natchez Trace Parkway (Mississippi-Tennessee-Alabama) 16,576,700; Great Smoky Mountains National Park (North Carolina-Tennessee) 12,929,500; Valley Forge National Historic Park (Pennsylvania) 12,470,800; Colonial National Historic Park (Virginia) 12,161,300, Chickamauga and Chattanooga National Military Park (Georgia-Tennessee) 11,258,900; Gateway National Recreation Area (New York-New Jersey) 10,142,200; and George Washington Memorial Parkway (Virginia-Maryland) 9,216,400.

Other areas with heavy usage in 1982 include: Kennesaw Mountain National Battlefield Park (Georgia) 6,711,800; National Capital Parks (District of Columbia-Maryland) 6,177,500; C & O Canal National Historical Park (Maryland-District of Columbia-West Virginia) 6,168,700; Lake Mead National Recreation Area (Arizona-Nevada) 5,565,500; Hot Springs National Park (Arkansas) 5,039,800; Chickasaw National Recreation Area (Oklahoma) 4,685,700; Independence National Historical Park (Pennsylvania) 4,318,500; Cape Cod National Seashore (Massachusetts) 4,047,500; Acadia National Park (Maine) 3,755,100; Gulf Island National Seashore (Florida-Mississippi) 3,507,400; JFK Center for the Performing Arts (District of Columbia) 3,487,400; Grand Teton National Park (Wyoming) 3,446,200; and the Lincoln Memorial (District of Columbia) 3,131,800.

Table 1 presents the total visits (recreational and non-recreational) to National Park Service areas by state for the period 1970-1982. The District of Columbia led in visitation in 1982 (45,907,000). Virginia was second with 45,383,600 visits, dropping to second place in 1981 after holding first place between 1959 and 1980. Rounding out the top ten states in NPS visits were California with 34,349,500, Tennessee with 25,699,100, Mississippi with 20,771,400, Pennsylvania with 18,688,500, New York with 14,001,700, Maryland with 10,820,900, Georgia with 8,127,800, and Massachusetts with 7,753,000. Changes in the top ten since the 1981 edition of *Travel Trends* was published with 1979 data were the addition of Maryland and loss of Wyoming (7,731,800 in 1982).

Decreases in visitation 1982 compared to 1981 were reported by 17 states: Arkansas, Colorado, District of Columbia, Massachusetts, Michigan, Minnesota, Mississippi, Montana, New Hampshire, New Jersey, North Dakota. Oregon, South Carolina, South Dakota, Tennessee, Washington, and Wyoming. These decreases ranged from - 0.3 percent in Mississippi to - 29.4 percent in Minnesota.

Recreational Visits

The data in Table 2 presents recreational visits by state to National Park Service areas. This table differs from Table 1 in that it provides recreational visits, whereas Table 1 covers total visits–recreational and non-recreational (commuters, inholders, and other through traffic (except Service personnel) using Service-administered roads or waterways through a park; tradesmen servicing facilities within or making deliveries to destinations with a park or inholding; and employees of any other Federal, State or local agency on business in the park). Another difference is the methodology used in handling multistate areas. In Table 2 visits are divided between the different states by a NPS formula (basically by the percentage of acreage in each state). In Table 1 total visits of a multistate area were assigned to one state. Twenty-five of the states have one or more multistate parks.

The top ten states by recreational visits were California (33,984,600), Virginia (30,256,900), District of Columbia (18,233,900), North Carolina (15,298,400), New York (11,531,700), Mississippi (10,159,500), Pennsylvania (10,116,600), Maryland (10,024,400), Massachusetts (7,683,200), and Tennessee (6,945,900). Differences in the top ten by recreational visits versus total visits, include the addition of North Carolina and the loss of Georgia.

Overnight Visits

Table 3 provides overnight visits to National Park Service areas from 1970 to 1982. California and Wyoming continue to rank first and second with 3,487,400 and 1,972,700 overnight visits respectively. They are followed closely by Utah with 1,861,200, and Nevada with 1,562,900. Other states with high overnight visitation in NPS areas were Arizona (963,100), Washington (813,300), Virginia (801,700), Colorado (688,600), Texas (659,500), and Tennessee (572,800).

A comparison of Tables 1, 2 and 3 shows that many visitors to NPS areas do not spend the night. In fact, only 5.0 percent of the total visitors to NPS areas in 1982 stayed overnight. This figure compares to 12.1 percent in 1960, 10.8 percent in 1965, 9.4 percent in 1970, 6.5 percent in 1976 and 4.7 percent in 1978. This trend is largely explained by the addition of many new NPS areas without overnight accommodations and visitation increasing at the urban NPS areas closer to the visitors' homes.

The trend in overnight visits has been a continual upswing throughout the series. Although the 1971 total decreased, the drop was due to a change in reporting methods. A steady increase was recorded between 1971 and 1978–with 14.5 million overnights in 1972, 15.3 million in 1973, 15.3 million in 1974, 16.7 million in 1975, 17.4 million in 1976, 17.6 million in 1977, and 17.6 million in 1978. In 1979 a 9.0 percent decline was recorded as overnight visits fell to 16.0 million. Since 1979 overnight visitation has partially recovered totaling 16.3 million in 1980, 16.8 million in 1981, and 16.7 million in 1982.

Camper Days

Table 4 presents data on camper days in National Park Service areas from 1970 through 1982. As with overnight visits California and Wyoming led with 2,017,300 and 854,000 camper days respectively. Utah reporting 743,500 camper days was third, followed by Nevada with 729,700, Colorado with 555,900, Washington with 530,700, Virginia with 480,800, Tennessee with 449,700, Maine with 257,600 and North Carolina with 251,900. It is interesting to note that California and Wyoming have held first and second since the series began.

State Parks and Similar Areas

Total Visits

Of the states reporting state park visits in Table 5, California led with 63.1 million visits. Ohio ranked second with 61.9 million visits. Filling out the top ten were New York (47.0 million), Washington (40.0 million), Pennsylvania (32.5 million), Illinois (30.7 million), Oregon (30.4 million), Kentucky (22.9 million), Michigan (20.7 million), and Tennessee (20.0 million).

Overnight Visits

The overnight visitation data for state parks and similar areas are incomplete because not all states maintain this type of information. Of those states providing information, California ranked first with 6.6 million visits, followed by Michigan with 5.3 million. Utah was third with 3.1 million overnights, New York (2.8 million) was fourth, Ohio (2.8 million) was fifth, Texas (2.4 million) was sixth, Georgia (2.0 million) was seventh, Oklahoma (1.9 million) was eighth, Wisconsin (1.7 million) was ninth, and Oregon (1.7 million) was tenth. Overnight visits to state parks are presented in Table 6.

National Forests

Recreational Visits

Table 7 contains data on total recreational visits to national forests for the period 1970-1982. These data are reported in visitor days. A visitor day represents recreational use of national forest land, which aggregates 12 person hours and may entail 1 person for 12 hours, 12 persons for 1 hour, or any equivalent combination of individual or group use, either continuous or intermittent.

California continues to rank first, reporting 55.2 million visitor days. California has held this first place ranking in recreational visits to national forests since the data series began. In second place was Colorado with 22.4 million visitor days. Oregon with 18.0 million, Arizona with 16.9 million, Utah with 14.8 million, Washington with 14.6 million, Idaho with 10.6 million, Montana with 9.5 million, New Mexico with 6.6 million and Wyoming with 6.0 million round out the top ten states.

Campground Visits

Recreational visits to national forest campgrounds are given in Table 8. States reporting over 1 million recreational visits were California (10.1 million), Oregon (3.9 million), Colorado (3.3 million), Arizona (2.7 million), Utah (2.7 million), Washington (2.5 million), Idaho (1.7 million), New Mexico (1.2 million), and Montana (1.2 million).

Other Federal Agencies

In addition to the National Park Service and Forest Service there are a number of other Federal agencies providing recreational opportunities. These are listed in Table 9 and show the Corps of Engineers recorded 350.8 million recreational days in 1982 to lead all Federal agencies. This is largely because the water resources projects constructed by the Corps of Engineers include public recreation areas where boating, swimming, fishing, camping, and other outdoor activity can take place. However, the series for the Forest Service is in visitor days, (which aggregates 12 person hours and may entail 1 person for 12 hours, 12 persons for 1 hour, or any equivalent combination of individual or group use, either continuous or intermittent) rather than visits or recreational days. Recreational days for the Forest Service in 1982 were approximately 1.0 billion, which would make it the leading agency.

Out-of-State Visitors

The estimated number of out-of-state visitors for a number of states is shown in Table 10. The data are shown for 1970-1982 except for states and years where figures were not available (N.A.). Due to the unavailability of data, different time periods involved, and different estimating techniques used, it is not possible to make comparisons. It should also be noted that many states make periodic studies and do not have this information available on a continuous basis. For those states providing data on a continuous basis the over-all trend is upward; however, there is a great deal of year-to-year fluctuation.

TABLE 1

TOTAL VISITS TO NATIONAL PARK SERVICE AREAS, 1970-1982
(In Thousands of Visits)

State	Source	1970	1971	1972	1973	1974
Alabama	1	285.4	367.2	408.9	413.8	501.3
Alaska	1	149.4	137.6	381.5	453.4	552.9
Arizona	1	6,029.2	6,071.4	6,465.0	5,730.0	5,119.3
Arkansas	1	2,356.0	2,828.8	3,064.0	2,762.4	2,741.3
California	1	10,536.3	10,853.6	11,284.6	11,392.6	11,942.2
Colorado	1	4,933.5	5,266.8	5,567.9	5,360.2	5,364.0
District of Columbia	1	15,938.2	18,329.3	17,173.8	17,928.5	13,826.4
Florida	1	2,202.7	2,274.2	3,026.0	2,753.0	2,443.1
Georgia	1	878.0	6,455.2[a]	6,996.7	7,123.9	7,040.0
Hawaii	1	1,233.2	1,478.9	2,046.0	2,025.6	2,298.8
Idaho	1	277.2	415.5	430.9	345.4	303.7
Illinois	1			76.6[b]	659.7	522.6
Indiana	1	228.0	222.2	235.5	247.7	249.5
Iowa	1	136.0	269.4	474.9	489.8	462.4
Kansas	1	39.0	32.1	31.7	20.1	17.5
Kentucky	1	2,474.6	2,539.6	2,926.5	2,902.4	2,558.3
Louisiana	1	264.3	269.9	364.0	210.0	214.4
Maine	1	2,776.3	2,455.7	2,645.4	2,776.6	2,734.9
Maryland	1	3,544.2	3,062.9	3,169.0	3,679.2	8,428.7[d]
Massachusetts	1	4,883.4	5,216.7	6,106.2	5,859.0	5,586.8
Michigan	1	14.4	15.9	16.1	312.2[c]	312.8
Minnesota	1	243.3	227.4	231.7	223.8	177.7
Mississippi	1	11,919.9	12,958.7	14,069.7	15,970.2	14,680.3
Missouri	1	3,575.1	3,806.9	5,985.8	4,752.0	3,819.7
Montana	1	1,698.5	1,840.9	2,046.1	1,999.5	1,946.5
Nebraska	1	163.6	159.1	171.1	185.9	196.9
Nevada	1	4,938.3	4,623.2	4,936.1	5,573.4	5,972.2
New Hampshire	1	5.1	11.6	16.8	13.3	12.4
New Jersey	1	1,272.2	1,447.3	1,311.6	1,008.6	1,543.7
New Mexico	1	1,777.4	1,945.5	2,032.8	2,015.5	1,671.3
New York	1	2,705.4	2,883.5	2,847.9	2,947.9	7,021.1
North Carolina	1	2,566.3	3,513.1	3,640.5	3,615.1	3,517.2
North Dakota	1	680.0	710.3	1,002.0	855.6	705.0
Ohio	1	160.8	161.8	178.4	178.6	192.1
Oklahoma	1	1,896.9	4,776.9[a]	4,785.7	4,508.5	4,333.7
Oregon	1	811.4	860.5	903.6	816.1	762.4
Pennsylvania	1	9,801.1	8,245.7	7,350.9	6,711.0	7,531.7
Rhode Island	1		Data first available in 1979			
South Carolina	1	610.8	653.7	674.3	622.8	602.7
South Dakota	1	4,341.4	4,758.9	4,272.3	4,417.9	3,940.4
Tennessee	1	10,218.5	21,503.5	24,369.6	26,408.5	26,865.7
Texas	1	3,098.8	3,299.2	4,076.3	4,639.4	4,250.0
Utah	1	3,234.8	3,088.8	3,645.8	3,949.3	3,630.5
Virginia	1	33,909.2	37,899.5	35,495.2	34,636.1	35,844.9
Washington	1	5,451.1	4,602.2	6,126.7	5,963.4	5,812.8
West Virginia	1	1,120.9	1,129.9	1,110.3	1,207.8	893.4
Wisconsin	1				205.3	215.6
Wyoming	1	5,920.1	5,685.1	5,825.1	7,029.0	6,720.2

TABLE 1 (Continued)

TOTAL VISITS TO NATIONAL PARK SERVICE AREAS, 1970-1982
(In Thousands of Visits)

State	Source	1975	1976	1977	1978	1979
Alabama	1	510.9	557.5	578.3	547.4	447.8
Alaska	1	595.1	696.5	725.3	667.9	743.8
Arizona	1	6,615.8	7,122.4	6,887.3	7,241.4	5,995.7
Arkansas	1	3,944.4	5,317.9	5,736.1	6,343.0	6,071.0
California	1	14,143.3	15,660.1	20,185.5	22,940.4	24,045.7
Colorado	1	6,272.8	6,198.9	6,476.0	6,480.7	5,482.8
District of Columbia	1	16,428.9	21,147.8	16,640.4	17,108.7	32,149.6
Florida	1	2,603.3	3,436.9	3,471.8	3,593.2	3,184.6
Georgia	1	7,138.2	7,301.0	7,414.6	7,602.8	7,569.5
Hawaii	1	2,559.5	2,895.8	2,932.6	3,572.6	3,384.0
Idaho	1	373.6	445.5	429.7	293.5	400.9
Illinois	1	494.0	502.0	480.4	450.2	403.2
Indiana	1	589.3	786.9	887.1	1,339.7	2,341.1
Iowa	1	448.7	393.4	374.5	381.8	282.1
Kansas	1	18.7	21.6	20.7	21.9	35.5
Kentucky	1	2,689.5	2,724.7	2,804.8	2,663.6	2,283.3
Louisiana	1	268.6	279.2	300.8	304.5	202.7
Maine	1	2,786.7	2,775.1	3,201.3	3,130.1	3,183.3
Maryland	1	8,869.6	9,247.1	7,986.4	8,617.5	6,938.1
Massachusetts	1	8,074.2	9,145.7	8,228.7	8,926.6	7,887.5
Michigan	1	296.1	1,040.3	1,151.9	1,065.4	1,020.7
Minnesota	1	201.6	357.5	368.9	482.8	382.3
Mississippi	1	15,401.2	16,630.3	18,648.0	19,593.7	18,169.1
Missouri	1	3,836.9	5,273.6	5,483.0	4,765.8	3,935.7
Montana	1	2,176.8	2,323.4	2,419.1	2,217.7	2,042.7
Nebraska	1	203.4	243.1	231.0	246.0	199.5
Nevada	1	6,257.7	6,991.0	6,571.5	6,920.8	6,408.8
New Hampshire	1	15.2	13.6	11.5	24.2	31.8
New Jersey	1	1,537.9	2,216.1	2,255.4	2,428.4	2,609.6
New Mexico	1	1,948.1	2,107.6	1,983.8	1,955.8	1,776.5
New York	1	11,437.1	13,860.5	12,804.0	12,779.1	12,869.9
North Carolina	1	2,932.6	3,491.6	3,608.3	3,826.6	3,364.9
North Dakota	1	808.9	947.7	837.5	840.1	605.6
Ohio	1	201.7	179.0	197.3	694.4	729.9
Oklahoma	1	4,640.8	4,821.4	4,211.8	3,291.1	3,994.1
Oregon	1	700.5	971.1	1,002.0	963.9	761.6
Pennsylvania	1	6,551.3	9,614.0	5,490.5	17,169.5	16,939.7
Rhode Island	1					28.0
South Carolina	1	788.4	678.2	557.0	666.5	689.8
South Dakota	1	3,860.4	4,508.3	4,746.0	4,724.0	3,541.8
Tennessee	1	26,694.0	24,827.3	26,786.5	26,584.5	26,474.7
Texas	1	4,598.9	5,011.8	4,544.7	4,941.0	4,856.5
Utah	1	4,192.2	4,628.9	5,524.1	5,772.6	4,857.0
Virginia	1	38,697.7	42,563.7	38,863.9	39,398.3	36,022.8
Washington	1	6,004.6	6,588.9	6,896.6	7,146.0	6,588.7
West Virginia	1	996.5	1,070.8	918.7	816.8	565.0
Wisconsin	1	215.9	293.2	301.4	304.3	491.1
Wyoming	1	6,762.2	8,403.3	8,607.4	9,049.7	7,066.3

TABLE 1 (Continued)

TOTAL VISITS TO NATIONAL PARK SERVICE AREAS, 1970-1982
(In Thousands of Visits)

State	Source	1980	1981	1982
Alabama	1	332.7	719.4	735.5
Alaska	1	780.6	798.1	995.2
Arizona	1	6,185.1	6,680.3	7,356.3
Arkansas	1	6,106.2	6,177.5	5,939.3
California	1	31,361.5	33,892.2	34,349.5
Colorado	1	5,745.1	6,173.7	5,941.0
District of Columbia	1	34,690.8	46,674.3	45,907.0
Florida	1	3,136.2	3,232.7	3,329.6
Georgia	1	7,867.9	7,959.1	8,127.8
Hawaii	1	3,338.7	4,250.3	4,950.0
Idaho	1	350.4	430.2	502.3
Illinois	1	408.4	402.7	432.7
Indiana	1	1,950.0	1,702.4	1,745.4
Iowa	1	306.5	355.4	367.2
Kansas	1	61.1	75.4	89.6
Kentucky	1	2,395.0	2,255.3	2,651.0
Louisiana	1	281.0	386.5	392.2
Maine	1	3,273.1	3,403.0	3,755.1
Maryland	1	7,650.2	10,017.4	10,820.9
Massachusetts	1	8,650.1	8,715.7	7,753.0
Michigan	1	1,017.3	1,105.4	1,036.5
Minnesota	1	452.0	452.3	319.2
Mississippi	1	19,403.0	20,822.5	20,771.4
Missouri	1	3,900.0	4,267.6	5,045.1
Montana	1	2,071.3	2,481.2	2,364.8
Nebraska	1	143.6	185.7	206.3
Nevada	1	5,179.7	5,440.2	5,599.0
New Hampshire	1	39.1	39.7	38.0
New Jersey	1	3,096.5	3,002.3	2,714.4
New Mexico	1	1,675.2	1,865.6	1,886.6
New York	1	13,436.3	13,594.0	14,001.7
North Carolina	1	3,627.2	3,782.1	3,822.7
North Dakota	1	611.8	724.6	697.1
Ohio	1	771.8	758.7	910.9
Oklahoma	1	4,197.0	4,168.8	4,685.7
Oregon	1	816.3	915.0	855.8
Pennsylvania	1	17,614.5	13,091.6	18,688.5
Rhode Island	1	45.8	2.4	14.6
South Carolina	1	699.0	719.0	699.8
South Dakota	1	3,714.8	4,371.8	3,962.2
Tennessee	1	27,893.9	26,168.3	25,699.1
Texas	1	4,234.3	4,048.3	4,829.0
Utah	1	4,960.7	5,438.4	5,561.0
Virginia	1	38,413.5	44,160.0	45,383.6
Washington	1	6,539.3	6,934.0	6,646.7
West Virginia	1	708.9	759.0	880.7
Wisconsin	1	468.3	493.2	626.6
Wyoming	1	7,129.1	8,097.7	7,731.8

---

[a] Change in counting methods, not necessarily comparable with previous years.
[b] Partial year count of new series.
[c] Not comparable to previous figures due to addition of new area.
[d] Includes some areas formerly in National Capitol Parks count.

TABLE 2

RECREATION VISITS TO NATIONAL PARK AREAS, 1976-1982
(In Thousands of Visits)

State	Source	1976	1977	1978	1979	1980
Alabama	1	708.2	780.2	790.9	751.3	819.5
Alaska	1	302.6	364.8	398.3	422.0	395.9
Arizona	1	6,450.8	6,254.4	6,602.7	5,437.2	5,688.4
Arkansas	1	1,698.4	1,711.0	2,151.0	2,040.9	1,997.0
California	1	15,340.4	19,798.0	22,569.2	23,678.1	31,001.8
Colorado	1	5,890.1	6,138.6	6,157.1	4,905.7	5,199.9
District of Columbia	1	20,739.6	16,262.9	16,777.2	16,949.6	17,037.5
Florida	1	5,223.8	5,648.2	6,514.0	5,412.6	5,057.9
Georgia	1	2,378.9	2,467.9	2,585.0	2,472.7	2,983.5
Hawaii	1	2,455.0	2,537.3	2,951.8	2,737.7	2,646.4
Idaho	1	438.0	412.7	279.6	383.4	332.2
Illinois	1	492.1	480.4	450.2	403.2	408.4
Indiana	1	524.0	579.9	985.3	1,922.7	1,522.3
Iowa	1	375.2	356.5	363.5	264.1	288.3
Kansas	1	21.6	20.7	21.9	34.9	60.0
Kentucky	1	2,549.7	2,629.9	2,489.1	2,109.0	2,220.5
Louisiana	1	269.6	291.2	294.9	193.1	271.2
Maine	1	2,353.3	2,734.6	2,684.9	2,787.4	2,779.7
Maryland	1	7,778.8	6,256.3	7,415.1	6,105.2	6,782.9
Massachusetts	1	9,106.7	8,185.5	8,556.6	7,300.7	8,570.0
Michigan	1	1,038.0	1,149.4	1,063.0	1,018.6	1,015.3
Minnesota	1	468.0	468.0	579.8	572.0	623.6
Mississippi	1	8,338.2	9,298.1	9,464.5	8,809.7	9,819.9
Missouri	1	4,756.9	4,975.9	4,195.3	3,442.1	3,492.9
Montana	1	3,443.2	3,489.0	3,391.4	2,838.2	2,909.1
Nebraska	1	243.0	231.0	246.0	199.5	134.1
Nevada	1	6,747.2	6,342.4	6,689.8	6,185.0	4,999.0
New Hampshire	1	13.6	11.5	24.2	31.8	39.1
New Jersey	1	3,637.3	3,558.3	3,661.3	3,783.5	4,190.5
New Mexico	1	2,077.4	1,973.4	1,940.5	1,765.2	1,646.5
New York	1	11,019.5	10,213.9	10,364.3	10,445.6	11,021.1
North Carolina	1	14,498.1	14,710.2	14,653.9	13,291.1	14,621.5
North Dakota	1	944.6	834.0	832.4	598.0	604.3
Ohio	1	178.3	196.4	688.9	728.8	770.5
Oklahoma	1	2,027.5	1,950.5	1,155.1	1,434.5	1,927.0
Oregon	1	895.6	941.8	936.4	725.5	786.5
Pennsylvania	1	7,682.0	3,922.3	7,313.6	7,026.5	7,674.6
Rhode Island	1	0.0	0.0	0.0	27.8	45.6
South Carolina	1	465.0	392.3	449.7	476.9	484.1
South Dakota	1	3,485.8	3,676.2	3,625.2	2,637.8	2,800.8
Tennessee	1	7,353.0	7,462.8	7,211.8	6,737.0	7,197.3
Texas	1	4,899.7	4,454.5	4,831.2	4,760.4	4,170.7
Utah	1	4,247.8	5,214.5	5,442.1	4,550.1	4,658.6
Virginia	1	28,386.0	25,987.0	26,598.6	23,330.8	24,982.4
Washington	1	5,643.2	5,870.0	6,121.2	5,538.2	5,341.7
West Virginia	1	824.9	706.2	629.7	437.5	550.0
Wisconsin	1	181.4	189.1	189.7	271.5	265.6
Wyoming	1	6,219.1	6,778.0	6,835.7	5,212.8	5,302.3

TABLE 2 (Continued)

RECREATION VISITS TO NATIONAL PARK AREAS, 1976-1982
(In Thousands of Visits)

State	Source	1981	1982
Alabama	1	913.0	935.9
Alaska	1	441.8	625.3
Arizona	1	6,081.8	5,954.3
Arkansas	1	2,053.4	1,915.2
California	1	33,517.2	33,984.6
Colorado	1	5,611.6	5,277.3
District of Columbia	1	18,662.0	18,233.9
Florida	1	5,800.7	6,044.1
Georgia	1	2,777.1	3,053.2
Hawaii	1	3,779.7	4,185.8
Idaho	1	411.5	482.1
Illinois	1	402.7	432.7
Indiana	1	1,344.0	1,382.2
Iowa	1	336.8	348.6
Kansas	1	74.2	88.1
Kentucky	1	2,081.6	2,477.4
Louisiana	1	375.9	377.2
Maine	1	2,998.0	3,572.1
Maryland	1	9,294.0	10,024.4
Massachusetts	1	8,643.8	7,683.2
Michigan	1	1,103.3	1,034.6
Minnesota	1	626.0	537.2
Mississippi	1	10,284.1	10,159.5
Missouri	1	3,779.1	4,563.4
Montana	1	3,576.6	3,359.9
Nebraska	1	176.1	198.2
Nevada	1	5,252.6	5,422.8
New Hampshire	1	39.7	38.0
New Jersey	1	4,182.7	4,068.8
New Mexico	1	1,850.9	1,866.4
New York	1	11,314.4	11,531.7
North Carolina	1	14,831.1	15,298.4
North Dakota	1	716.6	689.3
Ohio	1	756.4	903.4
Oklahoma	1	1,697.7	2,094.3
Oregon	1	881.1	806.1
Pennsylvania	1	7,517.6	10,116.6
Rhode Island	1	2.1	14.4
South Carolina	1	495.0	486.3
South Dakota	1	3,389.8	3,069.6
Tennessee	1	7,123.8	6,945.9
Texas	1	3,968.2	4,747.8
Utah	1	4,999.5	4,901.0
Virginia	1	29,665.0	30,256.9
Washington	1	5,728.6	5,628.0
West Virginia	1	589.3	682.4
Wisconsin	1	281.9	348.4
Wyoming	1	5,970.4	5,746.6

TABLE 3

OVERNIGHT VISITS TO NATIONAL PARK SERVICE AREAS, 1970-1982
(In Thousands of Visits)

State	Source	1970	1971	1972	1973	1974
Alaska	1	57.0	67.8	111.2	141.3	124.5
Arizona	1	931.8	905.4	1,027.0	962.9	910.2
Arkansas	1	33.4	21.6	23.6	31.9	86.0
California	1	2,920.4	2,866.3	2,851.4	3,005.1	3,101.7
Colorado	1	877.6	817.8	819.6	861.0	856.6
District of Columbia	1	117.4	122.2	90.7	73.7	.
Florida	1	153.1	146.6	192.3	273.6	173.9
Georgia	1	0.0	1.5	1.3	0.3	1.4
Hawaii	1	93.3	101.8	107.0	111.9	113.3
Idaho	1	23.9	19.0	18.7	17.8	13.6
Indiana	1		Data first available in 1975			
Kentucky	1	180.4	190.4	202.4	219.5	214.3
Maine	1	1,400.6	239.4[a]	224.5	233.5	223.4
Maryland	1	135.2	119.5	143.8	153.9	268.7
Massachusetts	1	207.6	236.1	26.5	23.1	26.6
Michigan	1	45.3	75.1	67.7	71.1	81.9
Minnesota	1	0.0	0.5	0.6	1.3	0.2
Mississippi	1	9.9	9.4	14.3	132.6	152.1
Missouri	1	126.1	156.6	183.9	237.2	258.4
Montana	1	358.6	370.3	372.0	387.1	367.9
Nevada	1	898.5	748.8	998.7	1,544.5	1,703.3
New Jersey	1	1.3	10.9	4.7	5.2	5.0
New Mexico	1	37.2	40.9	41.8	41.7	39.5
New York	1	1,240.3	37.9[a]	46.5	46.9	64.3
North Carolina	1	445.4	306.0	299.6	327.3	353.6
North Dakota	1	41.8	40.9	39.6	41.0	30.7
Ohio	1		Data first available in 1979			
Oklahoma	1	151.4	171.4	162.7	149.6	152.7
Oregon	1	100.3	72.9	88.4	97.8	78.0
Pennsylvania	1	16.3	16.2	14.0	11.9	8.9
South Carolina	1		Data first available in 1981			
South Dakota	1	70.1	65.7	66.5	64.9	51.4
Tennessee	1	705.5	578.2	643.8	554.4	635.7
Texas	1	372.3	442.8	540.6	475.3	476.9
Utah	1	715.9	816.9	1,042.9	1,118.2	1,017.6
Virginia	1	833.6	853.9	892.5	1,042.8	924.2
Washington	1	715.1	698.0	879.2	982.0	865.0
Wisconsin	1				20.8	11.9
Wyoming	1	1,981.2	1,952.3	2,100.2	1,790.7	1,864.9

TABLE 3 (Continued)

OVERNIGHT VISITS TO NATIONAL PARK SERVICE AREAS, 1970-1982
(In Thousands of Visits)

State	Source	1975	1976	1977	1978	1979
Alaska	1	156.2	180.2	173.5	191.0	196.7
Arizona	1	1,135.5	1,159.1	1,174.8	1,143.2	915.0
Arkansas	1	95.3	99.8	103.5	99.8	110.3
California	1	3,329.8	3,360.3	3,165.3	3,183.7	2,930.6
Colorado	1	918.6	904.2	934.9	914.4	771.0[a]
District of Columbia	1	-	-	-	-	-
Florida	1	241.6	248.7	264.0	272.7	246.1
Georgia	1	1.8	5.1	10.1	16.2	21.4
Hawaii	1	117.1	122.1	119.1	117.8	103.2
Idaho	1	17.8	20.6	19.9	6.2	13.7
Indiana	1	263.4	259.0	306.0	353.8	410.6
Kentucky	1	217.4	185.7	163.0	131.4	104.3
Maine	1	224.9	236.3	239.7	236.3	214.0
Maryland	1	280.5	270.8	277.9	260.4	236.8
Massachusetts	1	33.9	33.1	36.0	35.5	36.5
Michigan	1	83.7	181.4	181.6	123.3	143.3
Minnesota	1	0.2	15.7	22.0	31.6	74.5
Mississippi	1	145.6	139.3	155.2	171.6	154.6
Missouri	1	241.0	244.3	247.0	255.7	254.8
Montana	1	359.2	416.1	473.7	411.7	364.1
Nevada	1	1,573.9	1,503.2	1,503.0	1,619.9	1,443.5
New Jersey	1	16.1	36.3	37.5	58.9	69.1
New Mexico	1	42.7	35.1	33.2	37.1	37.6
New York	1	88.9	89.2	88.6	83.9	76.2
North Carolina	1	359.7	351.1	360.4	332.4	314.2
North Dakota	1	38.9	39.3	42.7	43.8	32.0
Ohio	1					0.1
Oklahoma	1	151.7	150.1	132.8	100.8	102.7
Oregon	1	38.0	78.7	86.2	68.8	67.0
Pennsylvania	1	9.8	8.1	4.3	6.6	6.2
South Carolina	1					
South Dakota	1	56.0	61.3	63.8	58.0	23.3
Tennessee	1	708.0	658.5	589.3	599.4	559.1
Texas	1	600.1	537.7	514.8	538.1	499.0
Utah	1	1,278.6	1,476.3	1,770.5	1,882.1	1,750.8
Virginia	1	967.7	1,006.9	994.4	919.6	777.5
Washington	1	863.8	904.4	919.5	876.4	795.5
Wisconsin	1	7.6	19.6	20.5	81.3	82.5
Wyoming	1	1,943.1	2,229.0	2,216.1	2,164.1	1,894.7

TABLE 3 (Continued)

OVERNIGHT VISITS TO NATIONAL PARK SERVICE AREAS, 1970-1982
(In Thousands of Visits)

State	Source	1980	1981	1982
Alaska	1	163.6	163.4	234.8
Arizona	1	853.8	960.7	963.1
Arkansas	1	100.5	110.9	117.9
California	1	3,590.8	3,639.4	3,487.4
Colorado	1	739.7	752.7	688.6
District of Columbia	1	-	-	-
Florida	1	234.0	229.6	209.2
Georgia	1	22.3	25.2	20.5
Hawaii	1	106.3	105.3	101.8
Idaho	1	17.6	18.2	16.8
Indiana	1	411.3	343.8	2.5
Kentucky	1	114.7	117.7	129.6
Maine	1	231.8	242.9	257.6
Maryland	1	183.8	175.9	156.3
Massachusetts	1	34.6	34.6	32.2
Michigan	1	156.9	161.3	152.9
Minnesota	1	40.4	31.7	41.8
Mississippi	1	165.5	192.5	205.6
Missouri	1	270.6	263.4	289.1
Montana	1	338.7	397.3	363.3
Nevada	1	1,483.8	1,390.4	1,562.9
New Jersey	1	84.1	82.9	112.7
New Mexico	1	41.1	44.8	50.5
New York	1	98.1	72.4	90.8
North Carolina	1	334.7	302.8	308.7
North Dakota	1	31.6	37.7	35.5
Ohio	1			
Oklahoma	1	62.9	75.9	100.2
Oregon	1	74.9	72.8	61.9
Pennsylvania	1	7.2	7.6	6.3
South Carolina	1		0.2	0.1
South Dakota	1	42.6	44.7	33.5
Tennessee	1	533.0	533.4	572.8
Texas	1	501.3	504.7	659.5
Utah	1	1,626.0	1,745.5	1,861.2
Virginia	1	889.4	839.0	801.7
Washington	1	782.0	905.5	813.3
Wisconsin	1	99.6	109.0	142.9
Wyoming	1	1,868.7	2,084.7	1,972.7

[a] Drop due to change in reporting, one area is now administered by U.S. Forest Service.

TABLE 4

CAMPER DAYS IN NATIONAL PARK SERVICE AREAS, TENT AND TRAILER USE, 1970-1982
(In Thousands of Camper Days)

State	Source	1970	1971	1972	1973	1974
Alaska	2	18.9	23.4	60.4	79.0	58.1
Arizona	2	420.6	395.9	456.1	469.0	359.0
Arkansas	2	33.4	21.6	23.6	30.8	77.1
California	2	1,658.0	1,574.2	1,580.4	1,757.2	1,680.0
Colorado	2	766.9	717.3	706.1	743.2	732.2
District of Columbia	2	153.3	134.0	110.8	104.7	-
Florida	2	61.8	45.5	128.2	110.9	75.4
Georgia	2		Data first available in 1976			
Hawaii	2	5.2	7.9	10.4	13.5	17.0
Idaho	2	23.5	18.6	17.9	16.8	12.7
Kentucky	2	120.0	111.8	118.0	138.4	135.3
Maine	2	219.5	228.6	216.1	227.0	215.6
Maryland	2	97.1	35.3	52.5	56.3	117.2
Michigan	2	25.3	25.9	29.3	37.0	39.3
Minnesota	2		Data first available in 1976			
Mississippi	2	9.9	9.2	13.3	121.5	135.5
Missouri	2	115.2	147.4	140.3	173.7	207.3
Montana	2	261.7	259.9	259.3	268.5	253.4
Nevada	2	584.3	325.2	399.4	472.0	454.2
New Jersey	2	0.8	0.0	0.0	0.0	-
New Mexico	2	35.0	34.1	33.8	31.3	29.9
New York	2	7.2	4.7	9.6	6.4	6.7
North Carolina	2	440.0	294.7	284.8	310.5	342.2
North Dakota	2	41.8	39.2	37.9	38.7	39.3
Oklahoma	2	146.5	156.4	149.1	134.2	132.8
Oregon	2	71.7	42.9	59.0	67.4	49.7
Pennsylvania	2	4.3	5.5	5.1	4.8	0.2
South Dakota	2	63.9	60.6	60.6	59.6	46.8
Tennessee	2	596.5	476.6	533.8	428.4	488.8
Texas	2	297.9	226.5	234.0	222.2	221.1
Utah	2	567.1	457.3	521.7	557.7	488.6
Virginia	2	524.5	503.9	508.9	621.1	560.9
Washington	2	574.2	458.9	504.7	580.9	560.1
Wisconsin	2				12.4	-
Wyoming	2	1,045.9	1,086.2	1,180.8	790.2	885.2

TABLE 4 (Continued)

CAMPER DAYS IN NATIONAL PARK SERVICE AREAS, TENT AND TRAILER USE, 1970-1982
(In Thousands of Camper Days)

State	Source	1975	1976	1977	1978	1979
Alaska	2,1	75.7	86.3	84.8	87.0	84.3
Arizona	2,1	448.0	453.2	480.3	461.5	267.0
Arkansas	2,1	86.7	87.2	82.7	68.8	64.5
California	2,1	1,836.5	1,781.2	1,656.0	1,693.7	1,523.3
Colorado	2,1	774.4	759.4	778.0	755.3	632.1[a]
District of Columbia	2,1	-	-	-	-	-
Florida	2,1	122.9	138.4	140.9	122.8	105.2
Georgia	2,1		2.6	5.0	7.6	10.1
Hawaii	2,1	17.5	21.6	25.5	23.6	18.9
Idaho	2,1	17.0	20.1	19.0	6.1	13.1
Kentucky	2,1	133.1	111.8	95.6	75.8	58.5
Maine	2,1	214.6	226.1	229.0	226.4	214.0
Maryland	2,1	139.0	143.1	168.7	150.0	117.5
Michigan	2,1	42.3	124.9	115.2	58.8	36.5
Minnesota	2,1		6.5	10.4	6.9	24.7
Mississippi	2,1	125.6	116.3	144.1	159.2	142.1
Missouri	2,1	182.8	175.0	170.6	176.9	176.8
Montana	2,1	250.2	291.2	288.5	287.0	243.3
Nevada	2,1	450.4	482.9	490.3	501.4	471.0
New Jersey	2,1	-	-	-	-	-
New Mexico	2,1	27.0	23.0	24.1	28.3	29.5
New York	2,1	9.5	7.7	9.4	10.9	12.7
North Carolina	2,1	330.1	300.9	307.0	303.0	264.5
North Dakota	2,1	38.5	38.6	41.9	43.1	31.3
Oklahoma	2,1	124.3	123.4	104.5	82.7	75.9
Oregon	2,1	21.3	46.3	49.3	42.6	43.9
Pennsylvania	2,1	0.1	0.2	0.0	0.1	0.0
South Dakota	2,1	51.4	55.3	57.2	51.4	18.8
Tennessee	2,1	548.2	490.9	446.0	455.9	429.1
Texas	2,1	252.1	249.8	209.4	227.3	203.9
Utah	2,1	539.4	620.3	784.7	815.2	684.7
Virginia	2,1	558.7	611.2	608.2	575.1	454.6
Washington	2,1	549.4	583.8	577.9	612.3	522.5
Wisconsin	2,1	0.5	3.5	2.3	3.3	3.3
Wyoming	2,1	849.8	1,084.5	1,112.1	1,009.1	843.5

TABLE 4 (Continued)

CAMPER DAYS IN NATIONAL PARK SERVICE AREAS, TENT AND TRAILER USE, 1970-1982
(In Thousands of Camper Days)

State	Source	1980	1981	1982
Alaska	1	68.1	68.5	72.3
Arizona	1	231.7	241.6	242.2
Arkansas	1	56.7	63.8	66.6
California	1	1,998.5	2,112.8	2,017.3
Colorado	1	594.3	610.0	555.9
District of Columbia	1	-	-	-
Florida	1	101.2	93.0	88.2
Georgia	1	11.1	11.1	12.0
Hawaii	1	16.5	16.8	19.3
Idaho	1	17.0	17.6	16.0
Kentucky	1	71.0	76.8	83.1
Maine	1	231.8	242.9	257.6
Maryland	1	85.4	93.1	79.7
Michigan	1	98.1	90.8	81.5
Minnesota	1	16.1	8.5	10.1
Mississippi	1	151.1	175.7	188.3
Missouri	1	182.4	164.8	206.2
Montana	1	215.2	275.3	249.3
Nevada	1	535.0	656.0	729.7
New Jersey	1	-	-	-
New Mexico	1	32.3	37.6	40.2
New York	1	26.9	14.4	13.5
North Carolina	1	286.1	257.9	251.9
North Dakota	1	31.0	37.0	34.6
Oklahoma	1	47.0	52.0	72.2
Oregon	1	51.0	46.8	36.0
Pennsylvania	1	-	-	-
South Dakota	1	38.7	40.6	29.2
Tennessee	1	405.4	409.7	449.7
Texas	1	179.2	215.7	235.5
Utah	1	662.7	705.7	743.5
Virginia	1	533.4	513.3	480.8
Washington	1	533.9	604.3	530.7
Wisconsin	1	2.1	2.9	2.8
Wyoming	1	801.7	927.9	854.0

[a] Drop is due to change in reporting methods, one area now administered by U.S. Forest Service.

TABLE 5

TOTAL VISITS TO STATE PARKS AND SIMILAR AREAS, 1970-1982
(In Thousands of Visits)

State	Source	1970	1971	1972	1973	1974
Alabama[a]	3	3,287.9	4,178.4	4,579.4	4,202.2	5,477.0
Alaska[a]	4	283.7	372.6	712.8	712.4	749.9
Arizona[a]	5	1,029.0	1,296.6	1,307.8	1,401.7	1,253.3
Arkansas	6	15,225.0	16,350.0	16,937.4	18,176.4	19,341.2
California[a]	7	42,668.2	43,352.6	43,843.1	43,441.0	48,629.5
Colorado	8	3,409.0	3,545.0	3,535.0	3,704.2	3,664.0
Connecticut	9	7,441.3	8,898.3	6,935.3	7,834.1	7,894.2
Delaware	10	4,158.0	3,860.4	2,954.3	3,241.2[a]	3,276.6[a]
Florida[a]	11	8,046.1	9,211.9	10,210.4	10,102.7	9,969.8
Georgia[a]	12	8,016.5	8,587.4	9,109.0	10,731.0	11,665.1
Hawaii[a]	13	9,520.0	13,007.0	9,798.0	13,271.0	12,907.0
Idaho	14	1,905.4	2,003.5	1,462.8	1,539.3	1,699.1
Illinois	15	24,033.3	26,342.6	25,746.0	25,050.7	25,931.0
Indiana[a]	16	5,461.8	6,102.8	5,797.6	6,145.5	6,452.7
Iowa	17	11,415.9	11,297.6	11,433.6	12,163.6	12,149.2
Kansas	18	3,869.3	4,683.3	4,487.6	4,875.5	5,047.5
Kentucky	19	23,746.8	25,553.5	26,140.7	27,443.6	27,578.1
Louisiana	20	4,548.9	5,033.1	5,969.9	5,558.5	5,285.3
Maine	21	1,679.9	1,662.9	1,570.3	1,854.5	1,817.8
Maryland	22	8,058.1	10,299.6	8,889.9	7,848.9	7,356.0
Massachusetts[a]	23	5,819.3	5,325.7	5,647.0	4,176.2	4,928.8
Michigan	24	20,492.2	21,914.2	19,191.3	19,849.2	19,485.9
Minnesota	25	5,969.6	6,918.0	7,040.1	6,879.1	6,868.5
Mississippi[a]	26	1,982.4	2,045.4	2,113.7	2,583.9	3,694.2
Missouri	27	14,539.4	13,303.1	12,220.3	10,728.5	9,971.1
Montana[b]	28	750.0	860.0	970.0	1,060.0	1,187.3
Nebraska	29				6,000.0[b]	6,000.0[b]
Nevada	30	933.1	1,098.0	1,427.9	1,524.1	1,631.5
New Hampshire	31	4,194.0	4,276.1	4,103.8	3,992.1	3,816.1
New Jersey[a]	32	5,320.0	5,514.1	5,010.9	5,470.3	5,309.9
New Mexico	33	4,622.1	5,163.1	4,780.5	5,042.8	2,443.4
New York[a]	34	46,840.6	43,623.3	43,107.0	40,989.1[e]	39,630.6[e]
North Carolina[a]	35	2,485.5	2,699.1	2,935.6	2,800.8	3,962.3
North Dakota	36	285.0	397.8	342.9	308.6	793.3[d]
Ohio[a]	37	32,640.3	38,006.2	32,289.1	36,665.3	39,301.4
Oklahoma	38	16,729.8	17,220.9	16,774.3	15,301.8	14,335.0
Oregon[a]	39	22,903.0	23,903.1	28,131.9	30,452.6	26,740.8
Pennsylvania	40	31,117.1	30,604.5	29,409.8	32,367.4	31,819.6
Rhode Island[a,b]	41	5,750.0	6,000.0	5,800.0	6,000.0	N.A.
South Carolina	42	5,744.6	6,408.6	7,943.3	8,912.4	8,301.1
South Dakota	43	6,485.2	7,273.9	6,952.2	5,209.1	5,792.4
Tennessee[a]	44	9,167.5	11,445.8	12,843.6	12,874.6	13,531.2
Texas[a]	45	8,666.2	9,949.6	10,218.7	13,719.2	13,489.4
Utah	46	2,485.2	2,749.1	N.A.	2,681.2	2,826.7
Vermont	47	1,108.3	1,014.6	909.3	1,045.0	906.5
Virginia	48	2,329.9	2,529.1	2,510.4	2,573.9	2,643.9
Washington	49	23,362.9	24,355.6	26,141.7	26,158.5	27,948.3
West Virginia	50	3,978.1	4,013.9	4,415.5	4,706.3[a]	5,086.2[a]
Wisconsin	51	8,432.2	9,109.5	9,429.4	9,356.3	9,259.9
Wyoming[c]	52	401.2	444.9	431.0	469.8	715.6

TABLE 5 (Continued)

TOTAL VISITS TO STATE PARKS AND SIMILAR AREAS, 1970-1982
(In Thousands of Visits)

State	Source	1975	1976	1977	1978	1979
Alabama[a]	3	6,046.2	6,493.1	6,339.0	5,689.9	6,749.7
Alaska[a]	4	1,006.4	1,393.8	N.A.	2,578.9[e]	3,262.4[e]
Arizona	5	1,526.2	1,715.0	2,295.3	2,463.0[a]	2,352.3[a]
Arkansas	6	21,197.9	22,725.0	N.A.	5,757.4[a]	6,991.9[a]
California[a]	7	43,052.4	55,161.9	60,117.3	56,387.9	54,313.3
Colorado	8	4,347.2	5,230.5[a]	5,630.2[a]	6,058.9	5,876.5[a]
Connecticut	9	8,100.2	6,825.7	7,228.8	7,193.9	6,748.7
Delaware[a]	10	3,173.1	3,333.0	3,650.3	3,277.6	2,274.2
Florida[a]	11	11,084.4	10,796.2	10,915.3	11,350.3	12,946.8
Georgia[a]	12	13,110.6	13,403.5	14,240.1	7,805.4	8,635.1
Hawaii[a]	13	12,124.0	14,305.0	18,864.0	15,966.0	18,733.0
Idaho	14	1,760.3	1,572.4	1,867.8	2,151.7	2,064.0
Illinois	15	28,091.3	29,757.7	30,184.9	33,240.5	30,725.7
Indiana[a]	16	7,140.2	7,276.7	7,262.3	8,067.2	7,147.4
Iowa	17	13,038.4	14,241.6	14,209.6	15,192.2	14,169.4
Kansas	18	4,930.1	5,856.5	4,556.2	4,854.2	4,150.1
Kentucky	19	28,787.0	30,761.0	31,156.0	32,061.0	29,758.0
Louisiana	20	4,809.6	4,764.9	5,702.9[a]	5,020.6[a]	4,327.4[a]
Maine	21	1,988.5	2,103.0	2,024.6	1,897.0	1,693.4
Maryland	22	5,030.7	6,612.9	5,744.3	5,559.5	4,610.2
Massachusetts[a]	23	5,389.0	9,442.3	9,039.0	8,840.8	9,190.0
Michigan	24	20,365.9	22,013.8	22,343.8	23,656.2	21,425.9
Minnesota	25	6,628.4	6,889.1	6,700.2	6,689.7	5,609.1
Mississippi[a]	26	4,275.6	3,565.5	3,973.2	4,191.5	3,991.7
Missouri	27	8,845.1	9,461.7	10,097.5	10,639.9	9,148.6
Montana	28	1,500.0	2,051.8	2,192.0	2,475.4	1,905.7
Nebraska	29	7,000.0[b]	6,744.1[b]	7,065.0	6,726.6	7,282.2
Nevada	30	1,888.4	2,128.8	2,145.2	3,162.8	3,439.6
New Hampshire	31	3,983.6	3,919.3	4,191.0	4,208.3	3,661.7
New Jersey[a]	32	4,447.9	4,479.7	4,777.2	4,733.7	4,951.8
New Mexico	33	1,683.7	2,552.5	2,910.4	3,273.8	3,806.0
New York[a]	34	41,008.8[e]	36,986.0	39,488.0	41,994.0	39,729.0
North Carolina	35	4,253.8	4,372.5	4,434.4	4,213.1[a]	4,282.9[a]
North Dakota	36	867.0	985.0	1,014.0	1,187.1	1,003.7
Ohio	37	39,501.8[a]	39,459.8	39,116.3	40,288.5	39,606.2
Oklahoma	38	14,773.2	18,569.5	19,769.0	19,764.4	19,201.4
Oregon[a]	39	28,776.8	30,825.2	33,198.5	32,733.3	33,911.5
Pennsylvania	40	34,447.3	34,806.6	21,796.6	36,896.7	31,259.8
Rhode Island	245	2,982.0	N.A.	N.A.	N.A.	N.A.
South Carolina	42	10,560.8	9,829.0	10,876.1	11,508.8	11,621.5
South Dakota	43	4,721.2	5,090.6	4,769.8	5,008.6	5,192.0
Tennessee[a]	44	14,427.0[e]	15,426.1[e]	17,493.3	16,330.0	14,989.1
Texas[a]	45	14,234.4	14,332.9	14,730.6	14,717.4	13,256.5
Utah	46	3,596.0	5,780.0	6,267.4[a]	6,888.4[a]	6,769.0[a]
Vermont	47	991.7	808.4	846.6	904.0	842.4
Virginia	48	2,906.1	2,838.4	3,090.1	3,285.9	3,064.2
Washington	49	30,498.5[e]	32,570.5[a]	35,449.4[a]	37,718.6	38,651.5
West Virginia[a]	50	5,446.2	7,171.1	7,715.0	8,129.2	7,893.3
Wisconsin	51	10,405.3	10,967.3	10,385.6	10,732.0	10,801.0
Wyoming[c]	52	774.2	876.9	N.A.	N.A.	N.A.

TABLE 5 (Continued)

TOTAL VISITS TO STATE PARKS AND SIMILAR AREAS, 1970-1982
(In Thousands of Visits)

State	Source	1980	1981	1982
Alabama[a]	3	3,967.7	5,042.4	5,156.8
Alaska	4	2,663.1	1,469.3	2,243.8
Arizona[a]	5	2,352.3	2,322.1	2,054.2
Arkansas[a]	6	5,785.9	5,849.6	6,652.4
California[a]	7	56,343.7	63,976.0	63,079.3
Colorado[a]	8	5,513.4	6,703.1	6,426.5
Connecticut	9	6,904.1	6,747.9	6,822.5
Delaware[a]	10	2,008.8	2,522.2	2,529.2
Florida[a]	11	11,488.2	11,503.1	12,962.1
Georgia[a]	12	7,257.5	9,712.6	8,828.6
Hawaii[a]	13	16,664.0	8,697.0	18,111.0
Idaho	14	2,052.9	1,933.0	1,606.3
Illinois	15	30,718.2	29,895.4	30,727.3
Indiana[a]	16	7,691.2	7,663.2	8,178.6
Iowa	17	14,918.8	14,486.1	13,431.7
Kansas	259	N.A.	4,169.0	4,369.0
Kentucky	19	28,266.8	25,117.2	22,890.4
Louisiana[a]	20	4,210.8	3,885.8	3,474.2
Maine	21	2,059.7	2,086.6	2,119.4
Maryland	22	5,551.2	5,021.1	5,590.0
Massachusetts[a]	23	9,871.9	10,587.6	10,422.6
Michigan	24	20,784.3	20,811.8	20,676.6
Minnesota	25	6,048.6	6,204.2	6,352.1
Mississippi[a]	26	4,057.6	4,171.3	3,761.8
Missouri	27	8,712.6	9,477.5	10,033.8
Montana	28	3,274.5	3,554.0	4,146.4
Nebraska	29	8,143.9	8,076.5	7,869.8
Nevada	30	3,498.2	4,813.6	4,219.9
New Hampshire[a]	31	4,206.6	3,983.1	4,209.9
New Jersey	32	5,828.6	6,665.8	6,731.3
New Mexico[a]	33	4,285.3	4,751.4	4,960.0
New York[a]	34	47,497.0	46,243.0	47,031.0
North Carolina[a]	35	4,852.2	5,374.2	4,766.1
North Dakota	36	919.2	948.2	975.4
Ohio	37	43,947.6	59,073.2	61,883.7
Oklahoma	259	N.A.	15,358.5	16,769.8
Oregon[a]	39	32,854.6	33,161.6	30,450.2
Pennsylvania	40	38,038.2	32,499.5	32,502.6
Rhode Island	41	N.A.	N.A.	877.0
South Carolina	42	11,236.4	12,125.8	10,339.7
South Dakota	43	4,975.2	5,172.8	4,874.5
Tennessee[a]	44	17,454.8	19,065.6	20,033.1
Texas[a]	45	14,086.8	14,776.9	17,035.2
Utah[a]	46	6,718.2	6,536.6	6,668.1
Vermont	47	843.2	865.3	859.2
Virginia	48	3,505.2	3,717.9	3,398.7
Washington	49	37,498.2	39,859.5	39,696.1
West Virginia[a]	50	7,502.1	7,749.2	7,960.4
Wisconsin	51	10,531.0	10,788.0	10,908.0
Wyoming	52	526.6	531.2	627.7

[a] Fiscal year count.

[b] Estimate.

[c] Estimates for June, July, August and September.

[d] Figures not comparable to previous years due to change in reporting method.

[e] Calendar year count.

TABLE 6

OVERNIGHT VISITS TO STATE PARKS AND RELATED AREAS, 1970-1982
(In Thousands of Visits)

State	Source	1970	1971	1972	1973	1974
Alabama	3	44.1	51.9	59.6	64.8	N.A.
Alaska	4	214.8	283.1	541.7	566.5	N.A.
Arizona	5	622.6	902.1	884.6	992.8	N.A.
Arkansas	6		Data first available in 1975			
California	7	4,989.6[b]	5,411.2[b]	5,226.6	5,171.0	5,226.6[a]
Colorado	8	500.0	583.0	675.0	569.0	N.A.
Connecticut	9	776.2	848.5	449.0	517.9	469.0
Delaware	10	339.7	371.9	407.8	401.8[b]	415.1[b]
Florida	11	1,305.0	1,346.9	1,416.1	1,488.1	1,230.0
Georgia	12	1,326.8	1,415.7	N.A.	N.A.	1,944.6[b]
Hawaii	13	62.8	71.9	90.6	96.8	101.9
Idaho	14	93.0	127.0	236.4	87.9	116.9
Illinois	15	589.5	648.6	630.8	619.8	641.6
Indiana	16	N.A.	N.A.	N.A.	942.0[b]	1,114.2[b]
Iowa	17	637.5	591.3	648.7	642.8	607.2
Kansas	18	1,070.7	1,104.0	960.9	1,301.6	1,249.6
Kentucky	19,245	997.8	990.8	1,054.9	1,059.0	1,153.6
Louisiana	20	202.7	246.2	268.7	235.3	235.6
Maine	21	331.4	326.9	303.8	292.5	269.3
Maryland	22	438.1	199.8	207.1	716.9	574.1
Massachusetts	23	830.4	871.1	872.8	762.2[b]	1,049.5[b]
Michigan	24	6,107.8	6,495.5	6,250.5	6,248.0	6,128.0
Minnesota	25	864.4	919.5	957.3	903.5	827.3
Mississippi	26	113.8	118.5	184.0	191.0	585.9[b]
Missouri	27	1,205.1	1,254.1	1,134.7	1,053.3	1,040.2
Montana[a]	28	164.0	170.0	N.A.	N.A.	N.A.
Nebraska	29	79.8	78.2	N.A.	1,500.0[a]	1,500.0[a]
Nevada	30		Data first available in 1975			
New Hampshire	31	410.8[b]	371.8[b]	357.2[b]	268.1	252.8
New Jersey	32	502.1	497.8	512.7	570.1	596.9[b]
New Mexico	33	348.0	371.2	N.A.	N.A.	N.A.
New York	34	3,335.7[b]	3,595.7[b]	2,687.0	2,814.8	2,706.6
North Carolina	35	97.2	100.8	112.4	118.7	138.8
North Dakota	36,245	56.3	79.0	N.A.	15.0	67.3
Ohio	37	2,874.8	3,367.1	3,241.6	3,399.4[b]	3,152.6[b]
Oklahoma	38	1,483.3	1,744.2	1,429.9	1,533.0	N.A.
Oregon[b]	39	1,459.0	1,578.0	1,803.1	1,770.0	1,541.6
Pennsylvania	40	1,261.8	1,522.9	1,313.4	1,570.3	1,469.7
Rhode Island[b]	245			685.0	700.0	N.A.
South Carolina	42	403.7	366.5	528.3	602.4	685.0
South Dakota	43	410.7	467.8	393.4	286.3	290.9
Tennessee	44	619.2	682.7	N.A.	777.1	802.2[b]
Texas	45	1,263.9	1,458.6	2,605.1	2,545.6[b]	2,344.7[b]
Utah	46		Data first available in 1975			
Vermont	47	519.7	512.9	507.9	472.4	457.4
Virginia	48	603.2	596.3	575.5	533.0	530.2
Washington	49	1,488.0	1,476.3	1,495.0	1,649.6	1,890.4
West Virginia	50	N.A.	N.A.	N.A.	447.4[b]	463.2[b]
Wisconsin	51	1,049.2	1,202.6	1,236.3	1,320.8	1,325.7
Wyoming	52	113.6	109.0	208.8	220.3	239.8[c]

TABLE 6 (Continued)

OVERNIGHT VISITS TO STATE PARKS AND RELATED AREAS, 1970-1982
(In Thousands of Visits)

State	Source	1975	1976	1977	1978	1979
Alabama[b]	3	N.A.	537.5	639.6	695.8	717.5
Alaska	245	989.9	N.A.	N.A.	N.A.	N.A.
Arizona	5	N.A.	N.A.	N.A.	N.A.	N.A.
Arkansas	6,245	316.3	352.7	N.A.	429.2	570.1
California[b]	7,245	5,197.0[a]	6,249.9	5,745.5	6,172.9	6,247.7
Colorado	245	585.7	N.A.	N.A.	514.4[b]	387.5[b]
Connecticut	9	451.8	470.8	442.8	398.8	392.3
Delaware	10	503.5[b]	325.0	340.0	323.4[b]	321.1[b]
Florida[b]	11	1,327.3	1,263.8	1,232.2	1,179.2	1,208.2
Georgia[b]	12	2,185.5	2,234.4	N.A.	1,857.1	2,059.5
Hawaii[b]	13	113.8	84.9	119.3	143.6	144.5
Idaho	14	138.4	146.8	100.2	150.7	155.0
Illinois	15	695.0	736.3	N.A.	N.A.	N.A.
Indiana	16	1,225.1[b]	1,309.8	1,307.2	1,452.1	1,358.0[b]
Iowa	17	683.7	781.0	677.8	411.1	364.6
Kansas	18	1,212.8	1,444.0	1,278.7	1,573.1	1,228.5
Kentucky	19	1,184.1	1,397.4	1,418.7	1,433.2	1,416.0
Louisiana	20	217.5	260.3	221.2[b]	198.3[b]	160.1[b]
Maine	21	291.0	282.0	276.6	279.0	235.9
Maryland	22	602.2	580.6	496.8	524.9	518.7
Massachusetts[b]	23	1,106.9	1,140.2	1,091.6	1,104.6	1,089.6
Michigan	24	5,597.9	5,882.2	5,900.3	5,893.8	5,397.9
Minnesota	25	865.7	913.0	885.9	841.9	652.3
Mississippi[b]	26	322.3	337.7	N.A.	N.A.	N.A.
Missouri	27	1,045.4	928.3	864.0	1,067.0	1,053.1
Montana	245	4,105.0	N.A.	N.A.	N.A.	N.A.
Nebraska	29	1,750.0[a]	944.2[a]	989.5	1,157.8	1,192.2
Nevada	30	138.9	126.6	127.5	193.0	193.0
New Hampshire	31	257.9	255.5	251.2	239.4	227.3
New Jersey[b]	32	529.3	503.7	433.6	410.4	401.8
New Mexico	33	N.A.	N.A.	N.A.	818.5[b]	951.5[b]
New York	34	2,616.6	1,850.0	1,978.0	2,010.0	1,781.0
North Carolina	35	135.7	138.1	507.6	443.6[b]	364.3[b]
North Dakota	36	90.5	98.9	102.4	96.5	80.0
Ohio	37	3,212.1[b]	2,986.1	2,900.8	2,536.3	2,578.3
Oklahoma	245	1,985.6	N.A.	N.A.	N.A.	N.A.
Oregon[b]	39	1,616.6	1,705.8	1,734.9	1,639.8	1,527.8
Pennsylvania	40	1,532.1	1,697.3	1,695.7	1,630.8	1,442.5
Rhode Island	245	336.0	N.A.	N.A.	N.A.	N.A.
South Carolina	42	778.7	797.1	825.0	840.1	801.9
South Dakota	43	239.7	278.5	215.7	287.6	297.6
Tennessee[b]	44	855.1	848.0	834.0	862.2	896.1
Texas[b]	45	2,269.0	1,750.5	1,871.9	1,843.6	1,744.4
Utah	245	1,449.2	N.A.	N.A.	3,168.7[b]	3,113.7[b]
Vermont	47	480.1	433.2	439.8	424.7	362.8
Virginia	48	541.9	543.5	503.7	477.7	466.8
Washington	49	1,953.0	1,985.7[b]	2,095.0[b]	1,758.8	1,688.7
West Virginia[b]	50	475.6	632.0	658.4	650.0	675.0
Wisconsin	51	1,395.0	1,411.1	1,375.9	1,624.0	1,647.0
Wyoming[c]	52	241.3	286.4	N.A.	N.A.	N.A.

TABLE 6 (Continued)

OVERNIGHT VISITS TO STATE PARKS AND RELATED AREAS, 1970-1982
(In Thousands of Visits)

State	Source	1980	1981	1982
Alabama[b]	3	542.8	559.0	712.4
Alaska	4	N.A.	N.A.	N.A.
Arizona[b]	5	257.5	279.3	250.3
Arkansas[b]	6	598.4	603.5	650.6
California[b]	7	6,126.4	6,739.0	6,569.4
Colorado[b]	8	411.5	414.4	387.9[d]
Connecticut	9	372.9	353.5	360.5
Delaware[b]	10	313.0	439.1	448.4
Florida[b]	11	1,182.0	1,152.5	1,192.8
Georgia[b]	12	1,730.7	2,016.5	2,042.5
Hawaii[b]	13	102.7	86.9	1,068.3
Idaho	14	138.6	154.4	172.8
Illinois	15,259	N.A.	564.5	1,072.8
Indiana[b]	16	1,369.2	1,606.0	1,658.0
Iowa	17	382.8	390.5	351.5
Kansas	259	N.A.	1,641.7	1,675.3
Kentucky	19	1,301.9	1,189.9	1,181.5
Louisiana[b]	20	160.1	171.1	245.9
Maine	21	268.8	276.8	266.7
Maryland	22	570.7	561.5	573.9
Massachusetts[b]	23	1,047.8	1,117.8	914.6
Michigan	24	5,186.4	5,256.6	5,334.3
Minnesota	25	690.9	668.3	675.6
Mississippi	259	N.A.	445.3	442.0
Missouri	27	1,011.9	1,011.5	1,017.0
Montana	28	521.5	520.0	456.0
Nebraska	29	1,200.8	1,420.4	1,582.8
Nevada	30	196.5	169.8	202.9
New Hampshire[b]	31	249.7	226.6	211.5
New Jersey[b]	32	422.5	474.4	465.9
New Mexico[b]	33	1,071.3	1,187.9	1,240.0
New York[b]	34	2,473.0	2,481.0	2,807.0
North Carolina[b]	35	352.4	383.6	257.4
North Dakota	36	24.9	31.6	33.4
Ohio	37	2,682.1	2,563.6	2,769.1
Oklahoma	259	N.A.	5,869.7	1,932.9
Oregon[b]	39	1,533.4	1,594.4	1,701.2
Pennsylvania	40	1,577.4	1,541.9	1,550.5
Rhode Island	41,259	N.A.	503.0	110.2
South Carolina	42	851.4	887.4	944.6
South Dakota	43	315.8	323.5	303.4
Tennessee[b]	44	884.1	N.A.	N.A.
Texas[b]	45	1,862.8	1,890.5	2,353.6
Utah[b]	46	3,090.4	3,006.8	3,067.3
Vermont	47	378.9	357.9	348.0
Virginia	48	504.5	505.9	528.3
Washington	49	1,554.5	1,646.9	1,676.3
West Virginia[b]	50	704.1	794.0	813.3
Wisconsin	51	1,652.0	1,750.0	1,719.0
Wyoming	52	176.9	178.5	286.1

[a] Estimate.

[b] Fiscal year basis.

[c] June, July and August estimate.

[d] Decline due to park closure for reconstruction.

TABLE 7

TOTAL RECREATIONAL VISITS TO NATIONAL FORESTS, 1970-1982
(In Thousands of Visitor Days[a])

State	Source	1970	1971	1972	1973	1974
Alabama	53	824.1	841.9	781.9	805.3	812.3
Alaska	53	1,538.5	1,561.5	1,809.1	1,911.0	1,865.6
Arizona	53	7,887.3	8,256.5	8,827.8	10,352.3	10,503.4
Arkansas	53	2,216.0	2,702.9	2,831.1	2,765.8	2,924.5
California	53	48,197.3	48,481.1	49,014.4	52,293.5	51,919.2
Colorado	53	11,597.7	12,567.7	13,505.2	13,769.7	15,233.9
Florida	53	2,463.2	2,529.4	2,387.5	2,823.1	3,024.5
Georgia	53	1,516.6	1,580.2	2,201.3	2,179.9	2,125.4
Idaho	53	9,154.0	9,405.4	9,999.2	9,386.6	8,392.4
Illinois	53	820.7	779.8	757.6	691.4	809.9
Indiana	53	836.7	1,043.7	1,130.8	1,270.2	1,255.1
Kansas	53	40.2	43.9	42.9	42.5	42.5
Kentucky	53	988.4	1,018.1	1,085.4	1,229.6	1,704.8
Louisiana	53	645.2	642.0	551.2	600.1	602.6
Maine	53	41.3	38.4	39.8	52.2	75.7
Michigan	53	4,242.8	4,574.6	4,722.4	4,884.8	5,018.0
Minnesota	53	5,105.3	4,170.6	3,764.0	3,912.3	4,024.5
Mississippi	53	704.2	707.3	771.0	845.0	827.7
Missouri	53	1,405.2	1,613.1	1,749.3	1,516.5	1,598.1
Montana	53	6,248.3	6,862.7	6,857.9	6,980.7	7,331.0
Nebraska	53	107.4	150.6	158.7	133.2	143.9
Nevada	53	1,356.3	1,644.8	2,027.9	1,695.7	1,768.2
New Hampshire	53	1,986.6	2,182.5	2,449.3	2,454.8	2,417.2
New Mexico	53	3,916.4	3,330.3	3,426.7	3,669.8	3,879.8
New York	53	61.4	62.3	55.3	53.4	53.4
North Carolina	53	2,143.8	2,122.6	2,144.6	2,196.7	2,233.5
North Dakota	53	55.3	79.6	95.8	114.1	122.8
Ohio	53	521.4	537.8	680.1	856.3	881.8
Oklahoma	53	381.9	378.5	397.6	381.1	425.2
Oregon	53	17,282.7	18,017.8	17,730.9	16,502.9	18,374.5
Pennsylvania	53	2,150.7	1,995.9	1,926.0	2,076.2	1,885.1
South Carolina	53	946.0	928.2	876.5	803.9	821.9
South Dakota	53	1,743.4	1,868.1	1,660.6	1,683.6	1,559.5
Tennessee	53	1,570.0	1,659.6	1,671.4	1,538.8	1,597.4
Texas	53	1,357.6	1,388.4	1,420.0	1,376.6	1,836.0
Utah	53	8,264.3	9,604.0	10,608.1	10.314.2	10,411.7
Vermont	53	1,229.1	1,280.0	1,319.0	1,195.1	1,262.1
Virginia	53	2,861.2	3,233.7	3,524.1	2,971.0	3,074.2
Washington	53	11,165.1	9,934.8	10,463.7	11,444.9	11,887.3
West Virginia	53	1,329.2	1,417.6	1,345.4	1,421.0	1,394.9
Wisconsin	53	1,810.1	1,759.3	1,708.3	1,675.2	1,751.5
Wyoming	53	4,615.6	4,889.2	5,194.1	5,133.4	4,784.2

TABLE 7 (Continued)

TOTAL RECREATIONAL VISITS TO NATIONAL FORESTS, 1970-1982
(In Thousands of Visitor Days[a])

State	Source	1975	1976	1977	1978[b]	1979[b]
Alabama	53	933.6	1,024.4	1,144.4	1,157.2	1,153.9
Alaska	53	1,906.4	2,149.2	2,197.0	3,532.6	3,236.0
Arizona	53	11,443.7	11,880.3	12,821.7	11,811.7	13,839.1
Arkansas	53	3,219.7	2,894.8	2,856.7	2,837.7	2,782.6
California	53	54,461.9	50,127.7	47,535.6	54,638.4	54,326.3
Colorado	53	17,665.2	16,641.3	18,034.1	21,234.0	22,039.4
Florida	53	3,007.4	3,177.7	3,433.3	3,523.8	3,229.1
Georgia	53	1,973.9	1,907.5	1,969.3	1,843.9	1,899.2
Idaho	53	8,813.4	8,935.2	9,655.7	9,871.8	10,540.5
Illinois	53	842.8	946.4	1,902.6	1,021.3	829.0
Indiana	53	1,100.8	1,017.1	1,011.8	787.5	739.6
Kansas	53	42.2	46.5	47.7	30.9	30.9
Kentucky	53	2,414.1	3,281.8	2,435.2	2,428.9	2,561.7
Louisiana	53	602.5	614.6	607.2	612.0	543.5
Maine	53	172.8	55.3	89.3	132.5	85.5
Michigan	53	5,151.1	5,474.7	5,545.7	5,502.8	5,015.7
Minnesota	53	4,065.9	3,646.9	4,180.1	4,405.2	4,150.3
Mississippi	53	1,177.2	852.1	997.0	1,038.3	1,227.8
Missouri	53	1,543.4	1,428.2	1,478.9	1,450.9	1,456.6
Montana	53	7,103.0	7,689.9	7,783.6	8,270.2	8,329.6
Nebraska	53	148.0	142.5	160.7	168.7	151.3
Nevada	53	1,783.9	1,757.5	1,832.1	1,952.3	2,077.9
New Hampshire	53	2,614.0	2,686.3	3,027.2	2,991.5	2,380.9
New Mexico	53	4,126.9	4,439.4	5,245.5	6,094.8	5,511.1
New York	53	53.0	41.2	39.7	17.9	20.7
North Carolina	53	2,575.4	3,051.2	3,565.7	4,172.9	4,490.6
North Dakota	53	119.0	120.2	127.8	129.1	120.6
Ohio	53	490.0	513.2	315.2	369.8	361.8
Oklahoma	53	384.4	415.8	508.9	468.9	392.8
Oregon	53	16,181.0	16,135.3	16,658.5	17,070.4	18,016.8
Pennsylvania	53	2,057.9	2,055.8	1,974.9	1,909.6	2,051.9
South Carolina	53	864.5	850.5	869.1	917.6	986.2
South Dakota	53	1,650.5	2,368.1	2,488.3	2,422.6	2,211.1
Tennessee	53	1,642.0	1,883.9	1,864.3	2,050.6	2,029.6
Texas	53	1,814.7	1,845.5	1,876.2	1,843.2	1,841.8
Utah	53	9,737.8	11,151.0	11,342.0	11,780.2	12,501.1
Vermont	53	1,251.5	907.1	656.9	601.9	558.8
Virginia	53	2,958.9	3,130.0	3,270.7	3,286.7	3,292.5
Washington	53	12,006.3	12,826.6	13,167.4	14,057.5	13,576.5
West Virginia	53	1,517.0	1,667.1	1,829.6	1,645.3	1,280.9
Wisconsin	53	1,949.2	1,901.9	1,970.9	1,965.8	1,881.8
Wyoming	53	5,343.8	5,953.6	5,895.8	5,923.3	5,717.0

TABLE 7 (Continued)

TOTAL RECREATIONAL VISITS TO NATIONAL FORESTS, 1970-1982
(In Thousands of Visitor Days[a])

State	Source	1980[b]	1981[b]	1982[b]
Alabama	53	1,252.1	1,196.0	1,272.0
Alaska	53	2,908.2	3,219.7	3,571.4
Arizona	53	17,744.9	17,830.5	16,912.6
Arkansas	53	2,509.0	2,417.5	2,543.0
California	53	57,533.1	54,889.7	55,243.8
Colorado	53	22,448.7	23,068.4	22,361.7
Florida	53	3,273.9	3,028.3	2,976.9
Georgia	53	2,196.4	2,110.8	2,182.8
Idaho	53	10,797.3	11,259.9	10,610.8
Illinois	53	839.3	823.9	836.1
Indiana	53	781.4	774.8	792.6
Kansas	53	27.9	30.9	30.9
Kentucky	53	2,878.8	2,832.2	2,373.8
Louisiana	53	523.7	554.9	479.2
Maine	53	40.9	45.8	51.5
Michigan	53	5,486.8	5,646.7	5,652.3
Minnesota	53	4,599.4	4,617.3	4,492.7
Mississippi	53	1,203.3	1,261.3	1,279.6
Missouri	53	1,794.3	1,881.4	1,959.7
Montana	53	8,577.2	9,541.1	9,549.8
Nebraska	53	164.3	142.4	146.1
Nevada	53	2,364.3	2,402.6	2,285.9
New Hampshire	53	2,752.5	2,672.5	2,212.8
New Mexico	53	5,843.1	6,151.1	6,554.0
New York	53	23.6	24.5	22.6
North Carolina	53	5,252.8	5,243.5	4,868.4
North Dakota	53	126.8	133.4	133.9
Ohio	53	393.2	450.1	486.6
Oklahoma	53	389.1	398.4	405.6
Oregon	53	18,527.4	18,298.1	18,038.6
Pennsylvania	53	2,145.6	2,206.5	2,090.3
South Carolina	53	1,110.9	1,188.2	1,155.4
South Dakota	53	2,204.9	2,329.8	2,275.2
Tennessee	53	2,570.5	2,420.0	2,443.7
Texas	53	1,737.4	1,919.5	1,867.3
Utah	53	14,061.0	14,417.5	14,790.7
Vermont	53	545.0	600.3	743.6
Virginia	53	3,328.0	3,553.3	3,629.6
Washington	53	12,891.6	13,855.4	14,554.6
West Virginia	53	1,400.5	1,345.7	1,451.8
Wisconsin	53	2,073.7	2,184.0	1,587.1
Wyoming	53	5,540.4	6,189.0	5,996.6

---

[a] A visitor day is an aggregate of 12 person-hours and may entail 1 person for 12 hours, 12 persons for 1 hour or any combination of individual or group use, either continuous or intermittent.

[b] Reported on October 1–September 30 fiscal year.

TABLE 8

RECREATIONAL VISITS TO CAMPGROUNDS IN NATIONAL FORESTS, 1970-1982
(In Thousands of Visitor Days)

State	Source	1970	1971	1972	1973	1974
Alabama	53	133.9	144.4	127.4	149.2	144.2
Alaska	53	171.4	191.9	196.3	183.3	183.6
Arizona	53	1,694.5	1,624.3	1,707.1	2,100.4	2,240.0
Arkansas	53	336.5	361.1	359.8	401.0	433.2
California	53	11,061.9	10,644.1	10,261.0	10,873.0	10,671.6
Colorado	53	2,410.0	2,786.9	3,065.1	2,880.2	2,864.2
Florida	53	523.5	507.0	471.8	461.7	504.2
Georgia	53	272.6	258.7	398.6	367.5	356.7
Idaho	53	1,391.8	1,414.9	1,552.8	1,403.6	1,405.8
Illinois	53	117.4	122.3	127.6	103.9	101.7
Indiana	53	144.1	118.2	116.9	154.2	148.9
Kentucky	53	160.8	145.2	158.0	161.4	197.5
Louisiana	53	195.8	201.1	76.7	96.5	102.0
Maine	53	14.2	11.6	11.8	12.0	12.4
Michigan	53	592.0	787.2	803.8	769.0	771.5
Minnesota	53	554.8	584.6	581.4	541.6	487.8
Mississippi	53	117.1	88.3	97.4	94.0	96.3
Missouri	53	267.8	353.9	332.9	291.5	268.1
Montana	53	1,014.1	1,136.4	1,185.6	1,042.0	1,011.3
Nebraska	53	15.5	23.3	24.7	17.9	20.6
Nevada	53	235.5	331.2	408.1	363.9	372.2
New Hampshire	53	527.8	537.2	567.8	558.5	562.6
New Mexico	53	697.0	761.3	841.6	742.7	748.3
New York	53	9.2	9.4	7.2	13.9	12.0
North Carolina	53	307.3	305.3	314.4	303.0	316.6
North Dakota	53	1.3	2.0	3.4	8.0	6.2
Ohio	53	53.0	53.1	49.9	40.0	36.1
Oklahoma	53	56.6	50.5	33.8	20.6	18.0
Oregon	53	3,981.9	3,900.1	3,901.2	3,629.7	3,987.2
Pennsylvania	53	451.1	447.1	381.7	389.9	342.6
South Carolina	53	55.8	61.5	70.5	68.5	94.0
South Dakota	53	298.0	368.8	270.6	284.3	257.8
Tennessee	53	285.5	352.4	338.6	265.3	281.6
Texas	53	384.5	347.9	309.5	272.1	216.3
Utah	53	1,684.9	2,175.3	2,363.4	2,146.9	2,034.5
Vermont	53	56.5	52.6	61.3	52.8	59.6
Virginia	53	380.7	450.3	410.8	360.3	348.6
Washington	53	2,349.8	2,398.0	2,450.8	2,709.0	2,396.7
West Virginia	53	286.7	307.8	269.4	317.6	305.9
Wisconsin	53	442.2	468.6	416.7	367.9	413.1
Wyoming	53	827.3	845.9	952.1	946.4	846.4

TABLE 8 (Continued)

RECREATIONAL VISITS TO CAMPGROUNDS IN NATIONAL FORESTS, 1970-1982
(In Thousands of Visitor Days)

State	Source	1975	1976	1977	1978[a]	1979[a]
Alabama	53	156.6	158.9	169.8	176.6	171.5
Alaska	53	167.8	182.1	333.2	397.3	374.9
Arizona	53	2,655.3	2,967.2	2,872.7	2,850.8	3,097.9
Arkansas	53	416.8	392.3	436.8	451.1	410.3
California	53	11,110.5	9,227.7	8,172.8	9,862.8	9,544.1
Colorado	53	3,390.7	3,165.1	3,145.0	3,406.7	3,777.9
Florida	53	652.8	627.6	808.4	772.4	737.4
Georgia	53	330.4	328.1	346.0	265.8	211.0
Idaho	53	1,444.8	1,561.9	1,617.5	1,793.0	1,880.0
Illinois	53	97.5	111.1	448.4	85.9	102.9
Indiana	53	161.8	156.9	125.6	120.1	128.9
Kentucky	53	287.2	272.5	294.1	250.6	336.7
Louisiana	53	105.5	121.8	115.9	113.6	112.2
Maine	53	16.4	16.5	16.8	18.2	16.7
Michigan	53	703.9	702.8	719.3	689.5	696.5
Minnesota	53	570.6	502.0	560.3	653.8	563.6
Mississippi	53	86.2	70.9	78.7	82.8	95.3
Missouri	53	272.9	279.9	258.4	215.8	204.7
Montana	53	1,048.9	1,231.4	1,247.6	1,323.9	1,245.2
Nebraska	53	19.5	16.1	19.1	18.3	11.8
Nevada	53	417.8	444.4	446.6	394.5	413.2
New Hampshire	53	620.3	606.3	583.9	541.1	403.4
New Mexico	53	809.1	1,043.9	1,132.9	1,590.7	1,093.2
New York	53	14.6	8.7	8.2	7.6	7.0
North Carolina	53	399.2	468.9	540.0	554.6	619.0
North Dakota	53	9.6	10.6	14.3	14.3	11.8
Ohio	53	27.0	25.7	23.4	38.8	26.0
Oklahoma	53	13.1	15.3	34.6	28.7	26.2
Oregon	53	3,612.2	3,726.3	4,103.6	3,957.7	4,126.4
Pennsylvania	53	447.4	456.7	454.5	408.5	413.4
South Carolina	53	84.4	102.9	109.1	112.8	130.5
South Dakota	53	298.5	356.8	361.1	333.4	303.4
Tennessee	53	324.2	361.7	369.9	412.0	422.9
Texas	53	192.1	222.9	229.7	216.2	201.6
Utah	53	2,162.9	2,301.9	2,384.2	2,603.3	2,705.9
Vermont	53	57.1	70.7	53.5	31.9	39.4
Virginia	53	352.1	381.9	401.7	397.4	387.7
Washington	53	2,483.9	2,585.8	2,607.9	2,617.6	2,483.5
West Virginia	53	339.6	398.8	429.8	324.5	239.2
Wisconsin	53	405.8	419.0	415.5	391.2	337.2
Wyoming	53	954.2	1,032.9	1,063.5	1,081.1	974.8

TABLE 8 (Continued)

RECREATIONAL VISITS TO CAMPGROUNDS IN NATIONAL FORESTS, 1970-1982
(In Thousands of Visitor Days)

State	Source	1980[a]	1981[a]	1982[a]
Alabama	53	186.4	170.6	174.6
Alaska	53	249.2	125.3	152.9
Arizona	53	3,237.0	3,271.2	2,742.8
Arkansas	53	372.9	380.4	492.3
California	53	9,760.4	10,271.4	10,016.6
Colorado	53	4,004.1	3,968.2	3,254.4
Florida	53	857.4	771.6	775.9
Georgia	53	241.0	229.8	229.8
Idaho	53	1,906.1	1,908.3	1,707.6
Illinois	53	98.7	87.0	83.8
Indiana	53	128.3	107.8	134.3
Kentucky	53	377.1	389.8	324.0
Louisiana	53	86.9	70.7	68.8
Maine	53	6.9	8.7	13.9
Michigan	53	809.9	839.7	856.5
Minnesota	53	549.0	411.8	342.4
Mississippi	53	109.1	107.6	110.6
Missouri	53	249.2	252.9	248.7
Montana	53	1,259.4	1,364.1	1,156.7
Nebraska	53	14.9	14.6	13.3
Nevada	53	544.5	510.0	497.2
New Hampshire	53	362.7	460.3	408.2
New Mexico	53	1,154.4	1,201.1	1,231.7
New York	53	6.9	6.9	6.8
North Carolina	53	673.1	685.7	814.8
North Dakota	53	12.9	13.7	14.6
Ohio	53	29.0	27.6	24.8
Oklahoma	53	25.8	26.7	23.7
Oregon	53	4,365.0	4,289.8	3,912.9
Pennsylvania	53	384.6	402.6	353.4
South Carolina	53	138.2	162.8	166.9
South Dakota	53	297.5	312.4	229.5
Tennessee	53	645.2	567.8	569.0
Texas	53	187.6	247.1	242.1
Utah	53	2,724.4	2,755.6	2,742.1
Vermont	53	26.8	44.1	34.3
Virginia	53	421.2	441.0	399.6
Washington	53	2,165.1	2,523.3	2,530.9
West Virginia	53	262.8	277.7	281.1
Wisconsin	53	395.6	383.7	390.8
Wyoming	53	949.0	1,136.1	1,019.6

---

[a] Reported on October 1–September 30 fiscal year.

TABLE 9

VISITATION AT FEDERAL OUTDOOR RECREATION AREAS BY AGENCY, 1960-1982

(Thousands of Visits)

Agency	1960	1965	1970	1971	1972	1973	1974	1975
Bureau of Indian Affairs	8,207	12,357	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Bureau of Land Management[a]	17,105	37,617	67,238	91,240	84,566	95,359	89,847	61,100[d]
Bureau of Reclamation[a,d]	24,300	36,500	54,200[b]	55,700	56,200	56,400	63,800	64,700
U.S.Fish & Wildlife Service[d]	10,754	12,900	23,452	N.A.	N.A.	N.A.	N.A.	26,770
Corps of Engineers[a,d]	109,000	168,600	276,000	310,000	328,000	339,000	352,000	376,000
Forest Service[b]	92,594	160,336	172,554	178,109	183,958	188,174	192,915	199,200
National Park Service	79,229	121,312	172,005	200,543	211,621	215,532	217,438	238,850
Tennessee Valley Authority[a]	42,349	50,000	56,800	57,600	60,300	61,300	61,900	65,600

Agency	1976	1977	1978	1979	1980	1981	1982
Bureau of Indian Affairs	11,297	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Bureau of Land Management[a,d]	149,900	144,500	196,000	146,300	107,900	91,500	58,100
Bureau of Reclamation	62,416	65,318	68,829	65,815	67,863[e]	76,787[e]	93,029[e]
U.S. Fish & Wildlife Service[d]	25,972	28,902	7,017	3,381	1,451	1,929	1,006
Corps of Engineers[a,d]	391,000	424,454	437,442	427,600	422,656	321,925	350,830
Forest Service[b]	199,928	204,797	218,494	220,166	234,899	235,709	233,438
National Park Service	267,762	262,619	283,080	274,964	300,000	329,700	334,400
Tennessee Valley Authority[a]	69,200	N.A.	80,000[e]	N.A.	87,214[b]	80,116[b]	79,497[b]

[a] Includes visitation at areas owned by the reporting agency and administered by other public or private agencies.

[b] Visitor days–aggregates 12 person hours and may entail 1 person for 12 hours, 12 persons for 1 hour, or any equivalent combination of individual or group use, either continuous or intermittent.

[c] Reduced visitation reflects refinement in estimation, not a reduction in visitation.

[d] Recreational days.

[e] Estimate.

Source: *Selected Outdoor Recreation Statistics*, Bureau of Outdoor Recreation, U.S. Department of the Interior, Washington, D.C., 1971; *Federal Recreation Fees, A Report to Congress*, Heritage Conservation and Recreation Service, U.S. Department of the Interior, Washington, D.C., annual; individual agencies, and *Statistical Abstract of the United States*, Bureau of the Census, U.S. Department of Commerce.

TABLE 10

ESTIMATED NUMBER OF OUT-OF-STATE VISITORS, ALL TYPES, 1970-1982
(In Thousands of Visitors)

State	Source	1970	1971	1972	1973	1974
Alabama	54	31,700.0	33,200.0	36,619.6	40,000.0	N.A.
Alaska	55			465.7[c]	510.5[c]	N.A.
Arizona	57		Data first available in 1976			
Arkansas	58	14,500.0	15,600.0	16,200.0	17,600.0	N.A.
California	61		Data first available in 1976			
Colorado	62	14,442.6	15,525.8	N.A.	N.A.	N.A.
Connecticut	63		17,500.0	N.A.	N.A.	N.A.
Delaware	213	4,600.0	5,000.0	N.A.	6,787.0	N.A.
District of Columbia[c]	64	17,700.0	17,700.0	18,200.0	19,100.0	N.A.
Florida	65				25,500.0	24,500.0
Georgia[d]	66	20,773.0	22,772.3	24,960.2	26,600.0	N.A.
Hawaii	67	1,798.6	1,818.9	2,244.4	2,631.0	2,786.5
Idaho	68				6,000.0	N.A.
Illinois	69	65,000.0	N.A.	N.A.	N.A.	N.A.
Indiana	70		Data first available in 1977			
Iowa	71	30,000.0	31,400.0	33,400.0	35,300.0	34,400.0
Kansas	72		Data first available in 1980			
Kentucky	73	33,500.0	35,100.0	37,300.0	39,500.0	38,100.0
Louisiana	74	27,000.0	28,300.0	30,100.0	31,800.0	N.A.
Maine	76				3,300.0	N.A.
Massachusetts	78	4,500.0	4,750.0	5,000.0	4,850.0	N.A.
Michigan	80		Data first available in 1975			
Minnesota	82			3,900.0	N.A.	N.A.
Mississippi	83			57,300.0[c]	N.A.	N.A.
Missouri	84	19,732.4	23,745.8	25,418.1	26,588.6	13,000.0
Montana	85	3,760.3	3,766.9	4,015.5	N.A.	N.A.
Nebraska	86			6,656.4[a,d]	N.A.	13,500.0
Nevada	87	7,000.0	8,000.0	9,000.0	10,000.0	N.A.
New Hampshire	89	665.3	N.A.	N.A.	N.A.	N.A.
New Mexico	91,244	19,192.1	19,908.2	21,624.6	22,140.4	21,283.5
New York	88			14,400.0	N.A.	N.A.
North Carolina	92	36,000.0	38,000.0	40,000.0	42,000.0	N.A.
North Dakota	93		2,687.5	N.A.	N.A.	N.A.
Oklahoma	95	27,400.0	28,700.0	30,600.0	32,400.0	31,800.0
Oregon	98	9,083.4	10,540.0	11,702.7	10,491.8	N.A.
Pennsylvania	99			22,000.0[c]	N.A.	N.A.
South Carolina[c]	101	18,000.0	19,000.0	21,000.0	22,000.0	N.A.
South Dakota	102			5,283.5[a,d]	N.A.	N.A.
Tennessee	103	36,000.0	38,000.0	40,000.0	42,000.0	41,200.0
Texas	104	21,116.2	19,130.0	19,343.0	18,576.0	19,659.0
Utah	105	8,018.5	8,478.4	9,241.5	9,531.4	8,200.0
Vermont	106	6,000.0	6,400.0	6,800.0	6,300.0	6,000.0
Virginia	107			48,000.0	48,000.0	49,000.0
Washington	108	10,100.0	10,500.0	10,900.0	13,700.0	15,200.0
Wisconsin	111	105,000.0	111,300.0	117,900.0	117,900.0	N.A.
Wyoming	242		Data first available in 1976			

TABLE 10 (Continued)

ESTIMATED NUMBER OF OUT-OF-STATE VISITORS, ALL TYPES, 1970-1982
(In Thousands of Visitors)

State	Source	1975	1976	1977	1978	1979
Alabama	54	N.A.	21,075.0	21,075.2	27,759.9	27,388.0
Alaska	242,55	N.A.	280.0	505.2	N.A.	N.A.
Arizona	57,56		13,509.1	N.A.	N.A.	14,691.7[c]
Arkansas	242,58	N.A.	22,405.3	8,801.0	N.A.	N.A.
California	61		9,500.0[e]	8,371.0	N.A.	N.A.
Colorado	62	N.A.	N.A.	N.A.	N.A.	N.A.
Connecticut	63	N.A.	N.A.	N.A.	N.A.	N.A.
Delaware	242,213	N.A.	11,000.0	12,232.0	N.A.	N.A.
District of Columbia	242	N.A.	N.A.	N.A.	12,000.0	N.A.
Florida	65	26,710.0	28,930.0	29,180.0	34,020.0	35,664.0
Georgia	66	N.A.	63.4	64.9	69.7	67.0
Hawaii	67	2,829.1	3,220.2	3,433.7	3,670.3	3,960.5
Idaho	68	N.A.	N.A.	N.A.	N.A.	N.A.
Illinois	69	N.A.	N.A.	N.A.	N.A.	N.A.
Indiana	70			23,229.8	N.A.	N.A.
Iowa	71,242	35,700.0	38,100.0	43,500.0	N.A.	N.A.
Kansas	72					
Kentucky	73	39,500.0	42,900.0	44,900.0	47,400.0	N.A.
Louisiana	242	N.A.	N.A.	11,000.0	13,000.0	N.A.
Maine	242	N.A.	N.A.	6,000.0	6,000.0	N.A.
Massachusetts	242	N.A.	14,000.0	N.A.	25,000.0	N.A.
Michigan	80	11,565.1	12,380.4	43,000.0[c]	23,700.0[b]	22,500.0[b]
Minnesota	242	N.A.	N.A.	3,000.0	4,000.0	N.A.
Mississippi	242	N.A.	N.A.	6,000.0	N.A.	N.A.
Missouri	84,242	14,375.0	16,625.0	17,500.0	18,000.0	N.A.
Montana	85	N.A.	N.A.	N.A.	3,909.6	3,474.1
Nebraska	86	14,200.0	15,500.0	15,600.0	16,200.0	15,000.0
Nevada	242	N.A.	N.A.	20,000.0	20,000.0	N.A.
New Hampshire	242	N.A.	N.A.	5,000.0	N.A.	N.A.
New Mexico	91,242	22,407.5	23,823.9	24,669.8	N.A.	24,029.0
New York	88	N.A.	N.A.	40,500.0	N.A.	N.A.
North Carolina	92,242	N.A.	44,000.0	46,700.0	26,000.0	25,300.0
North Dakota	242	N.A.	N.A.	N.A.	2,800.0	N.A.
Oklahoma	95,242	33,000.0	N.A.	N.A.	30,000.0	N.A.
Oregon	98	N.A.	11,880.0	13,062.8	14,454.4	13,520.0
Pennsylvania	99	N.A.	44,236.8	N.A.	54,547.9	60,580.0
South Carolina	101	N.A.	38,600.0	39,500.0	40,457.0	37,827.4
South Dakota	102	5,392.9[a,d]	5,408.1[a,d]	4,900.0[a]	1,912.1[a]	1,458.6[a]
Tennessee	103,242	41,900.0	45,300.0	47,500.0	48,000.0	19,700.0
Texas	104	21,819.0	21,107.0	23,215.0	25,753.0	24,919.0
Utah	105	8,700.0	9,300.0	9,500.0	9,700.0	8,900.0
Vermont	106,242	6,800.0	6,800.0	7,100.0	7,400.0	N.A.
Virginia	107	51,000.0	55,000.0	46,153.0[d]	47,554.1[d]	44,976.7[d]
Washington	108,242	16,000.0	17,000.0	17,000.0	N.A.	N.A.
Wisconsin	111	N.A.	N.A.	N.A.	N.A.	N.A.
Wyoming	242		3,000.0	N.A.	12,000.0	N.A.

TABLE 10 (Continued)

ESTIMATED NUMBER OF OUT-OF-STATE VISITORS, ALL TYPES, 1970-1982
(In Thousands of Visitors)

State	Source	1980	1981	1982
Alabama	54	30,171.1	25,000.0	25,000.0
Alaska	55	N.A.	N.A.	N.A.
Arizona	56	14,900.0	15,500.0	15,700.0
Arkansas	58	N.A.	N.A.	N.A.
California[b]	61	33,300.0	28,600.0	41,800.0
Colorado	62	N.A.	N.A.	N.A.
Connecticut	63	N.A.	N.A.	N.A.
Delaware	213	N.A.	N.A.	N.A.
District of Columbia	64	N.A.	N.A.	N.A.
Florida	65	35,923.0	35,905.0	39,319.0
Georgia	66	N.A.	N.A.	N.A.
Hawaii	67	3,934.5	3,934.6	4,242.9
Idaho	68	N.A.	N.A.	N.A.
Illinois	69	N.A.	N.A.	N.A.
Indiana	70	N.A.	N.A.	N.A.
Iowa	71	N.A.	N.A.	N.A.
Kansas	72	16,300.0[b]	16,300.0[b]	N.A.
Kentucky	73	N.A.	25,476.8	28,547.4
Louisiana	74	N.A.	N.A.	1,846.3
Maine	76	N.A.	N.A.	N.A.
Massachusetts	78	N.A.	N.A.	N.A.
Michigan[b]	80	22,300.0	22,000.0	21,300.0
Minnesota	82	N.A.	N.A.	N.A.
Mississippi	83	N.A.	N.A.	N.A.
Missouri	84	N.A.	N.A.	N.A.
Montana	85	N.A.	N.A.	N.A.
Nebraska	86	15,700.0	16,100.0	16,200.0
Nevada	87	N.A.	N.A.	N.A.
New Hampshire	89	N.A.	N.A.	N.A.
New Mexico	91	N.A.	N.A.	N.A.
New York	88	N.A.	N.A.	N.A.
North Carolina	92	25,000.0	25,200.0	27,300.0
North Dakota	93	N.A.	N.A.	N.A.
Oklahoma	96	N.A.	N.A.	N.A.
Oregon	98	13,037.6	14,291.4	14,205.3
Pennsylvania	99	N.A.	N.A.	N.A.
South Carolina	101	38,357.0	N.A.	N.A.
South Dakota[a]	102	1,288.6	1,750.0	1,863.3
Tennessee	103	19,900.0	21,200.0	27,600.0
Texas	104	N.A.	N.A.	35,400.0
Utah	105	8,300.0	N.A.	N.A.
Vermont	106	N.A.	N.A.	N.A.
Virginia	107	N.A.	N.A.	N.A.
Washington	108	N.A.	N.A.	N.A.
Wisconsin	111	N.A.	N.A.	N.A.
Wyoming	112	N.A.	N.A.	N.A.

[a] Summer only.
[b] Person-trips by U.S. residents.
[c] Both out-of-state and in-state travelers.
[d] Out-of-state motorists only.
[e] Southern California only.

III

LENGTH OF STAY AND SIZE OF PARTY

The period of time which tourists spend in a state is one of the most important factors influencing their total expenditures. From the point of view of a state economy any increase in the length of stay of tourists is likely to increase state income. Increasing the length of stay of present visitors may have more economic impact than attracting new visitors. Since it is likely that money spent on transportation to and from the state would not increase it is probable that as the number of days spent away from home increases, expenditures on food, lodging, souvenirs, etc., would increase more than proportionally. Size of party also contributes to the economic impact of tourism, but is not nearly as important as length of stay.

In terms of length of stay, Alaska leads with a stay of 17.0 days, followed by Florida with 13.9 days. Other states with long length of stay figures were North Carolina (11.1 days), Hawaii (10.5 days), New Hampshire (7.4 days), Arizona (7.3 days), Connecticut (6.7 days), Texas and Missouri (6.5 days), Indiana (6.3 days), Colorado (5.8 days), and Maryland and Wyoming (5.7 days). (See Table 11)

States reporting a length of stay of less than 2 days were District of Columbia (1.8 days), Illinois (1.0 days), Massachusetts (1.7 days), Mississippi (1.9 days), Ohio (1.4 days), South Dakota (1.8 days), and Washington (1.8 days). These figures give a strong indication that the states are not destination areas, but are traveled through to reach primary destination areas.

Minnesota and Nevada reported the largest party size–4.0 persons per party. When this figure is multiplied by the length of stay (3.8 for Minnesota and 4.0 for Nevada), it is obvious that they are getting a great deal of "mileage" out of the visitors they receive. These figures serve to illustrate the impact of size of party and length of stay. The longer the average visit per party and the larger the size of party, the greater is the product of the two figures and the greater is the impact of tourism on the economy. When these figures are combined with the tourist expenditure figures reported in Chapter IV dollar amounts can be assigned to the importance of length of stay and size of party.

Following behind Minnesota and Nevada were Connecticut, Kentucky and Maryland with 3.6 persons per party; Arkansas, Missouri, New Hampshire, and Wisconsin with 3.3; Montana and Rhode Island with 3.2; and North Carolina and Alabama with 3.0 persons per party. Those states reporting party size of less than two people were Alaska (1.9), California (1.9), District of Columbia (1.4), Hawaii (1.8), Indiana (1.9), Maine (1.7), Massachusetts (1.6), Michigan (1.9), Mississippi (1.8), Ohio (1.7), Oklahoma (1.8), Pennsylvania (1.7), Virginia (1.9), Washington (1.7), West Virginia (1.9) and Wyoming (1.9). (See Table 11)

Party size appears to be following past trends as it continues to decrease. Length of stay shows a mixed picture. Destination states tend to show an increased length of stay encouraged by energy problems.

TABLE 11

AVERAGE LENGTH OF STAY AND SIZE OF PARTY

State	Source	Number of Days/Stay	Number of People/Party	Date
Alabama	54	2.7	3.0	1982
Alaska	55	17.0	1.9	1977
Arizona[a]	56	7.3	2.5	1979
Arkansas	58	3.9	3.3	1982
California	61	4.8	1.9	1982
Colorado	62	5.8	2.9	1976
Connecticut	63	6.7	3.6	1976
Delaware	213	2.9	2.8	1977
District of Columbia	256	1.8	1.4	1977
Florida[a]	65	13.9	2.6	1982
Georgia	66	3.4	2.8	1975
Hawaii	67	10.5	1.8	1982
Idaho	256	3.5	2.0	1977
Illinois	69	1.0	2.2	1982
Indiana	70	6.3	1.9	1981
Iowa[a]	71	2.4	2.7	1982
Kansas	72	4.1	2.0	1981
Kentucky	73	3.7	3.6	1981
Louisiana	74	3.8	2.7[e]	1975
Maine	256	3.0	1.7	1977
Maryland	77	5.7	3.6	1981
Massachusetts	256	1.7	1.6	1977
Michigan	80	2.0	1.9	1982/1977
Minnesota[b]	82	3.8	4.0	1982
Mississippi	256	1.9	1.8	1977
Missouri	84	6.5	3.3	1982
Montana	85	4.9	3.2	1982
Nebraska	86	2.8	2.3	1980
Nevada	87	4.0	4.0	1976
New Hampshire[c]	89	7.4	3.3	1976
New Jersey	90	3.0	2.5	1979
New Mexico	91	2.5	2.2	1975
New York	88	5.0	2.3	1982
North Carolina[d]	92	11.1	3.0	1983
North Dakota	93	2.5	2.0	1978
Ohio	256	1.4	1.7	1977
Oklahoma	96	5.0	1.8	1982
Oregon	98	5.3	2.4	1982
Pennsylvania	99,256	3.6	1.7	1982/1977
Rhode Island	100	4.3	3.2	1978
South Carolina	101	4.9	2.4	1980
South Dakota	102	1.8[c]	2.6[c]	1977
Tennessee[d]	103	3.0	2.0	1980
Texas[a]	104	6.5	2.6	1982
Utah	105	3.0	2.2	1981
Vermont	106	2.6	2.6	1982
Virginia	107	2.9	1.9	1982
Washington	256,108	1.8	1.7	1977
West Virginia	256	2.0	1.9	1977
Wisconsin	256,111	2.1	3.3	1977/1978
Wyoming	256,112	5.7	1.9	1980/1977

[a] Auto visitors only.
[b] Winter visitors.
[c] Summer visitors.
[d] Welcome Center visitors.
[e] Estimate.

IV

TOURIST EXPENDITURES

An important measure of the economic significance of tourism is provided by data on tourist expenditures. Obviously, the greater the number of tourists, the longer the average visit, the larger the party size, and the better developed the local tourist facilities, the greater will be the total tourist expenditures. The data presented in this section reflect in part differences in these factors as explanations for differentials in expenditures.

Other factors influencing the level of tourist expenditures might include the specific type of tourist facilities, the type and income level of out-of-state visitors attracted, and the duration of the tourist season. The data in Tables 12-14 are for the most part very general, but consideration of these and other underlying variables goes a long way toward explaining general trends. These tables follow the text material.

Estimated visitor or tourist expenditures for the period 1970-1982 are presented in Table 12. Of those states reporting visitor or tourist expenditures for 1982, Florida ranked first with $21.5 billion. Other states reporting expenditures of $3 billion or over were Texas ($13.7 billion), New York $11.6 billion), Pennsylvania ($7.1 billion), Illinois ($6.8 billion), Michigan ($5.5 billion), Arizona ($4.7 billion), Missouri ($4.5 billion), Hawaii ($3.7 billion), Virginia ($3.3 billion), Louisiana ($3.3 billion), Tennessee ($3.2 billion), North Carolina ($3.1 billion), and Maryland ($3.0 billion). California ($24.0 billion in 1981), New Jersey ($6.4 billion in 1981), Ohio ($5.6 billion in 1981), Nevada ($5.5 billion in 1981), Georgia ($4.5 billion in 1981), Massachusetts ($4.3 billion in 1981), Minnesota ($4.0 billion in 1981), Colorado ($3.7 billion in 1981), and Wisconsin ($3.4 billion in 1981) usually rank high, but 1982 data were not available.

A breakdown of expenditures by per person per day and per visit and per party per day and per visit is provided in Table 13. These data are based on figures from the individual state travel offices and data from the *1977 National Travel Expenditure Study* prepared by the U.S. Travel Data Center, which covers trips 100 miles or more from home. New Jersey reported the highest per person per day figure–$153.33. Other states reporting over $50 were Alaska ($92.99), Hawaii ($81.81), Connecticut ($81.16), District of Columbia ($66.68), Massachusetts ($64.19), Michigan ($63.51), Missouri ($57.90), Illinois ($57.48), Nevada ($53.96) California ($53.52), Ohio ($51.28), and Georgia ($50.70). States reporting less than $15 were Virginia ($9.51), New Hampshire ($12.73), Montana ($13.16) and Rhode Island ($14.66).

Alaska ranked first in per person per visit expenditures with $1,667.00, followed by Hawaii with $859.01, New Jersey with $460.00, Florida with $374.61 and Missouri with $373.46. Other states with per person per visit expenditures of over $150 were Arizona ($235.21), New York ($190.22), and Texas ($170.61).

With regards to per party per visit expenditures Alaska ranked first with $3,334.00. The second highest expenditures was reported by Hawaii ($1,546.23), followed by Missouri ($1,217.46), New Jersey ($1,150.00), Florida ($973.97), Arizona ($588.09), Texas ($450.41), Maryland ($488.71), and New York ($428.00).

Table 14 provides a breakdown of the per person per day expenditures into expense categories–lodging, food, transportation, and other expenditures. Fifty-nine percent of the states reported transportation as the largest expense, with another 29 percent reporting food as the largest expense. While figures reported in the last edition of *Travel Trends* were very similar (63 percent of the states reported transportation and 31 percent reported food as the largest expense), in the 1978 edition 55 percent of the states reported food to be the largest expense and 32 percent reported transportation. In this edition, 8 percent of the states reported lodging as the largest expense and 4 percent reported the other category as the largest expense.

Hawaii reported the highest lodging expense with $26.89 per person per day, followed by the District of Columbia with $16.35, New Hampshire with $15.80, and Montana with $15.64. Other states reporting over $10 were Tennessee ($13.10), Nevada ($12.23), Michigan ($10.86), Massachusetts ($10.67), Maine ($10.53), and New York ($10.31).

In terms of food expenditures per person per day, Tennessee led with $24.39, followed by Hawaii with $22.45, Montana with $20.30, District of Columbia with $20.28, New York with $17.85, Idaho with $17.37, Nevada with $16.50 and New Jersey with $15.38.

Per person per day expenditures for transportation ranged from $71.39 in Alaska to $2.30 in Virginia. Other states reporting high expenses for transportation include Connecticut ($55.29), Massachusetts ($31.44), Illinois ($31.12), New York ($29.99), Michigan ($28.13), Ohio ($26.01), and California ($25.74).

Hawaii was again the leader reporting other expenses of $23.77. Tennessee ranked second with $13.87, followed by Montana with $13.04, Vermont with $11.00, Michigan with $9.66, Alaska with $9.44, and Wisconsin with $9.34.

TABLE 12

ESTIMATED VISITORS OR TOURIST EXPENDITURES, 1970-1982
(In Millions of Dollars)

State	Source	1970	1971	1972	1973	1974
Alabama	54	$ 512.0	$ 545.0	$ 601.0	$ 665.0	$ 718.2
Alaska[a]	55	45.0	52.0	65.6	72.0	79.0
Arizona	56	565.0	600.0	650.0	690.0	690.0
Arkansas	58	502.4	540.1	630.9	735.9	840.2
California	61,110			4,094.8	N.A.	N.A.
Colorado	62	570.0	600.0	624.0	557.0	628.4
Connecticut	63,110		385.0[a]	285.1	420.0	450.0
Delaware	213,110	141.0	151.0	112.8	164.3	202.0
District of Columbia	64	642.0	645.0	700.0	750.0	N.A.
Florida	65,110	3,600.0[a]	N.A.	3,382.7	5,500.0[a]	6,700.0[a]
Georgia	66	763.0	839.4	934.0	1,186.0	1,295.0
Hawaii[a]	67	570.0	645.0	755.0	1,020.0	1,225.0
Idaho	68	200.0	200.0	210.0	210.0	N.A.
Illinois	69,110	1,112.7	2,820.0	1,384.6	1,128.9	1,200.1
Indiana	70,110			497.7	N.A.	1,071.6
Iowa	71	577.0	610.0	658.0	724.0	820.0
Kansas	72,110			323.4	N.A.	566.1
Kentucky	73	542.0	585.0	635.0	699.0	790.0
Louisiana	74	614.0	650.0	705.0	776.0	1,021.0
Maine	76	202.6	234.3	253.2	278.5	295.0
Maryland	77,110			503.7	504.0	N.A.
Massachusetts	78	1,202.5	1,300.0	1,500.0	1,350.0	2,300.0
Michigan	80,110			1,378.4	1,500.0	2,600.2
Minnesota	82	810.0	860.0	886.0	921.0	940.0
Mississippi	83	363.8	420.0	451.9	N.A.	N.A.
Missouri	84	830.0	952.0	1,017.0	1,065.0	2,000.0
Montana	85	198.0	210.5	231.5	241.7	N.A.
Nebraska	86			105.8[a,d]	N.A.	342.4
Nevada	87	525.9	N.A.	713.6	360.0	2,500.0
New Hampshire	89	338.0	377.5	396.3	414.0	422.0
New Jersey	90,110			778.4	N.A.	3,480.0
New Mexico	91,110			284.7	350.0	483.0
New York	88	3,500.0	3,600.0	3,800.0	3,961.0	4,311.0
North Carolina	92	802.0	850.0	926.2	955.5	978.9
North Dakota	93	106.0[d]	125.0[d]	127.5	145.0	155.0
Ohio	94,110			1,118.5	N.A.	N.A.
Oklahoma	95,96	430.0	455.0	494.0	544.0	615.0
Oregon[a]	98	339.5	438.3	558.4	545.4	620.3
Pennsylvania	99	4,100.0	4,200.0	2,510.0	2,510.0	3,035.0
Rhode Island	100,110			93.4	70.0[a]	72.0[a]
South Carolina	101	382.0	405.0	443.0	491.0	896.2[e]
South Dakota	102			93.3[a]	116.0	163.0[a]
Tennessee	103	680.0	730.0	795.0	875.0	989.0
Texas[a]	104	1,469.1[c]	1,305.3[e]	1,588.9[e]	1,745.4[c]	2,641.9[c]
Utah[a]	105	134.8	152.9	168.7	187.8	272.0
Vermont[a]	106	200.0	220.0	250.0	250.0	260.0
Virginia	107			997.0	1,098.0	1,250.0
Washington[a]	108	394.0	450.0	550.0	568.0	532.0
West Virginia	109			540.0	N.A.	540.0
Wisconsin	111			2,272.0[d]	3,327.0	3,405.0
Wyoming	112,110			152.1	180.0[a]	190.0[a]

TABLE 12 (Continued)

ESTIMATED VISITORS OR TOURIST EXPENDITURES, 1970-1982
(In Millions of Dollars)

State	Source	1975	1976	1977	1978	1979
Alabama	242,54	$ 846.0	$ 993.0	$1,400.0	$ 1,730.0	$ 2,300.0
Alaska[a]	242,55	88.0	140.0	160.0	194.7	251.7
Arizona	242,56	1,930.0[a]	2,255.1	2,884.6	3,400.0	3,488.2
Arkansas	58	940.2	1,007.9	1,085.0	1,176.1	1,261.8
California	61	N.A.	12,449.6	N.A.	15,167.4	19,128.2
Colorado	62	710.2	772.1	861.6	935.0	890.0
Connecticut	256,242,63	675.0	500.0	505.0	725.0	1,544.5[g]
Delaware	242,213	212.0	239.0	313.6	N.A.	358.5
District of Columbia	242	650.0[a]	650.0[a]	950.0[d]	1,000.0[d]	N.A.
Florida[a]	65	8,678.2	10,190.0	11,274.4	12,934.7	15,993.0
Georgia	66	1,426.0	2,200.0	2,300.0	2,900.0	3,200.0
Hawaii[a]	67	1,270.0	1,640.0	1,845.0	2,146.0	2,537.0
Idaho	68	N.A.	N.A.	N.A.	N.A.	N.A.
Illinois	69	1,222.9	N.A.	N.A.	4,200.0	4,700.0
Indiana	70	1,290.2	1,627.6	1,747.1	1,913.6	2,100.0
Iowa	71,242	910.0	1,050.0	1,200.0	1,300.0	N.A.
Kansas	72	813.4	822.8	987.9	N.A.	N.A.
Kentucky	256,73	893.0	1,041.0	1,247.0	1,400.0	1,669.5[g]
Louisiana	74	1,362.0	1,814.4	1,958.2	2,250.0	2,500.0
Maine	76, 242	321.0	378.0	667.0	850.0	N.A.
Maryland	77	N.A.	1,753.9	N.A.	1,843.3	2,131.2
Massachusetts	242	2,500.0	700.0	2,700.0	3,000.0	N.A.
Michigan	80	3,297.1	3,300.0[d]	3,700.0[d]	4,200.0[d]	4,500.0[d]
Minnesota	82,242	1,106.0	1,230.0	1,400.0	2,874.0	3,357.0
Mississippi	242	N.A.	1,400.0	1,000.0	1,200.0	N.A.
Missouri	84,242	1,950.0	2,250.0	2,700.0	2,800.0	2,900.0
Montana	242,85	304.5	342.3	382.6	432.0	900.0
Nebraska	86	404.3	551.9	598.5	713.2	756.5
Nevada	87	N.A.	N.A.	N.A.	N.A.	N.A.
New Hampshire	89	440.0	460.0	528.0	N.A.	597.0
New Jersey	242	2,212.0	2,600.0	4,600.0	N.A.	N.A.
New Mexico	91,242	774.0	881.8	N.A.	905.3	986.9
New York	88	4,631.0	5,059.0	5,467.0	7,158.0	8,485.0
North Carolina	242,92	1,090.0	1,280.0	1,768.0	1,995.5	2,160.8
North Dakota	242,93	185.0[a]	178.1	191.4	220.0	196.7
Ohio	94,242	N.A.	3,183.5	N.A.	3,500.0[d]	N.A.
Oklahoma	95,242	1,106.2	1,375.0	1,357.3	N.A.	1,804.3
Oregon[a]	242,98	688.9	621.4	725.8	726.3	789.8
Pennsylvania	99	3,335.0	4,690.2	N.A.	5,000.0	5,620.8
Rhode Island	100,242	70.0[a]	73.0[a]	223.0[a]	275.0[d]	N.A.
South Carolina	101	1,011.5[e]	1,113.4[e]	1,406.0[a]	1,747.4	1,803.7
South Dakota	102,242	142.8[a]	152.0[a]	220.8[a,b]	354.2	388.1
Tennessee	103,242	1,118.0	1,295.0	1,500.0	1,864.0	2,100.0
Texas	104	3,504.1[a]	3,809.8[a]	4,288.5[a]	7,032.4	8,654.7
Utah	105	295.0	340.0	305.0[a]	352.0[a]	415.0[a]
Vermont	106	280.0[a]	310.0[a]	780.0	420.0[a]	430.0[a]
Virginia	107	1,446.0	1,626.0	1,880.0	2,368.0	2,589.0
Washington	108,242	1,346.3[f]	2,149.0	N.A.	2,500.0	N.A.
West Virginia	109,242	542.0	574.5	647.0	998.0	1,100.0
Wisconsin	—111	3,873.0	4,222.0	4,447.3	4,981.5	5,481.8
Wyoming	242,112	200.0	357.0	379.0[a]	551.8	503.2

TABLE 12 (Continued)

ESTIMATED VISITORS OR TOURIST EXPENDITURES, 1970-1982
(In Millions of Dollars)

State	Source	1980	1981	1982
Alabama	54	$2,300.0	$2,500.0	$2,700.0
Alaska[a]	55	310.1	388.8	457.3
Arizona	56	3,891.7	4,470.3	4,694.0
Arkansas	58	1,435.8	1,575.0	1,622.3
California	61	21,882.5	24,019.6	N.A.
Colorado	256	3,359.4[g]	3,684.0[g]	N.A.
Connecticut	256,63	1,791.7[g]	1,800.0	2,000.0
Delaware	256,213	403.3[g]	461.0	N.A.
District of Columbia	256	888.4[g]	965.0[g]	N.A.
Florida[a]	65	17,081.0	18,594.0	21,457.0
Georgia	256	4.172.0[g]	4,474.0[g]	N.A.
Hawaii	67	2,875.0	3,200.0	3,700.0
Idaho	256	772.4[g]	826.0[g]	N.A.
Illinois	69	5,300.0	5,900.0	6,800.0
Indiana	70	2,300.0	2,400.0	N.A.
Iowa	71	1,500.0	1,600.0	N.A.
Kansas	256,72	1,417.6[g]	1,506.0[g]	1,500.0
Kentucky	73	1,042.1	1,154.4	1,307.3
Louisiana	74	2,900.0	3,100.0	3,300.0
Maine	256,76	1,107.3[g]	1,199.0[g]	575.0[d]
Maryland	77	2,472.0	2,712.0	3,042.9
Massachusetts	256	3,877.8[g]	4,264.0[g]	N.A.
Michigan[d]	80	5,000.0	5,400.0	5,500.0
Minnesota	256,82	3,660.0	3,964.0[g]	N.A.
Mississippi	256	970.6[g]	1,047.0[g]	N.A.
Missouri	84	3,500.0	4,200.0	4,500.0
Montana[d]	85	935.0	970.0	1,000.0
Nebraska	86	902.1	1,085.8	1,160.0
Nevada	256	3,107.4[g]	5,454.0[g]	N.A.
New Hampshire	256	917.9[g]	1,011.0[g]	N.A.
New Jersey	256	4,259.1[g]	6,416.0[g]	N.A.
New Mexico	256	1,145.1[g]	1,221.0[g]	N.A.
New York	88	9,862.0	10,953.0	11,559.0
North Carolina	92	2,427.3	2,703.5	3,133.1
North Dakota	256	600.4[g]	647.0[g]	N.A.
Ohio	256	5,274.3[g]	5,596.0[g]	N.A.
Oklahoma	95	2,075.2	2,340.4	2,661.1
Oregon[a]	98	840.8	1,269.0	1,411.6
Pennsylvania	99	6,377.1	6,922.7	7,057.5
Rhode Island	256	346.6[g]	366.0[g]	N.A.
South Carolina	101	2,188.6	2,368.0	2,465.3
South Dakota	256,102	432.0	456.0[g]	455.0[d]
Tennessee	103	2,400.0	2,700.0	3,200.0
Texas	104	10,890.4	12,531.7	13,735.2
Utah	105	N.A.	539.9	561.1
Vermont[a]	106	480.0	510.0	650.0
Virginia	107	2,951.0	3,303.0	3,347.0
Washington	256	2,431.8[g]	2,541.0[g]	N.A.
West Virginia	109	1,300.0	1,600.0	N.A.
Wisconsin	256	3,136.3[g]	3,373.0[g]	N.A.
Wyoming	256	684.5[g]	736.0[g]	N.A.

[a] Out-of-state visitors only.

[b] Summer season only.

[c] Includes commercial carriers.

[d] Estimates.

[e] Out-of-state auto visitors only.

[f] New series.

[g] Total domestic travel spending.

TABLE 13

AVERAGE TOTAL EXPENDITURES OF VISITORS IN STATES

State	Source	Per Person		Per Party		Date of Data
		Per Day	Per Visit	Per Day	Per Visit	
Alabama	54	$ 16.49	$ 44.62	$ 49.09	$ 133.99	1982
Alaska	55	92.99	1,667.00	185.98	3,334.00	1977
Arizona[c]	56	32.22	235.21	80.56	588.09	1979
Arkansas	58	30.48	118.87	100.58	392.27	1982
California[a]	61,110	53.52	146.44	87.86	240.41	1977
Colorado[a]	110	41.21	110.45	69.46	186.16	1977
Connecticut[a]	110	81.16	96.13	130.60	154.70	1977
Delaware[a]	110	34.67	78.00	65.69	147.79	1977
District of Columbia[a]	110	66.68	117.30	92.25	162.27	1977
Florida[c]	65	26.95	374.61	70.07	973.97	1982
Georgia[a]	110	50.70	89.66	86.02	152.11	1977
Hawaii[e]	67	81.81	859.01	147.26	1,546.23	1982
Idaho[a]	110	41.97	146.89	83.94	293.79	1977
Illinois[a]	110	57.48	87.07	94.26	142.79	1977
Indiana[a]	70,110	38.59	55.70	63.99	92.36	1977
Iowa[a]	71	23.03	55.27	62.17	149.21	1982
Kansas[a]	72,110	42.10	75.70	69.56	125.07	1977
Kentucky	73	18.01	66.63	64.84	239.91	1982
Louisiana[a]	110	48.50	104.32	81.23	174.71	1977
Maine[a]	110	38.58	115.75	66.31	198.94	1977
Maryland	77	23.82	135.77	85.75	488.77	1981
Massachusetts[a]	110	64.19	106.33	101.67	168.42	1977
Michigan	80	63.51	126.37	120.73	229.39	1982
Minnesota[d]	82	21.74	82.88	87.94	335.23	1982
Mississippi[a]	110	33.79	63.96	60.39	114.32	1977
Missouri	84	57.90	373.46	188.75	1,217.46	1982
Montana	85	13.16	106.89	47.78	388.00	1979
Nebraska	86	15.76	44.14	36.25	101.52	1982
Nevada[a]	110	53.96	123.27	88.16	201.39	1977
New Hampshire[b]	89	12.73	93.95	42.14	310.97	1976
New Jersey	90	153.33	460.00	383.33	1,150.00	1979
New Mexico[a]	110	41.34	83.10	75.02	150.81	1977
New York	88	38.22	190.22	86.00	428.00	1982
North Carolina[a]	110	38.52	83.00	64.71	139.44	1977
North Dakota	93	36.29	90.71	72.57	181.43	1978
Ohio[a]	110	51.28	71.88	88.28	123.74	1977
Oklahoma	96	27.29	136.47	49.73	248.69	1982
Oregon	98	20.00	122.00	53.00	343.00	1981
Pennsylvania	99	33.00	120.00	83.00	300.00	1982
Rhode Island	100	14.66	63.04	49.86	214.40	1978
South Carolina	101	20.90	102.82	50.78	249.83	1980
South Dakota[a]	110	36.68	84.64	62.20	143.52	1977
Tennessee[a]	110	39.08	67.48	65.95	113.87	1977
Texas	104	26.41	170.61	69.72	450.41	1982
Utah	105	21.69	65.05	43.43	130.34	1981
Vermont	106	31.50	82.00	82.00	210.00	1982
Virginia	107	9.51	17.59	19.88	35.79	1979
Washington[a]	110	41.22	73.13	71.13	126.20	1977
West Virginia[a]	110	36.59	73.70	69.22	139.43	1977
Wisconsin[a]	110	38.76	79.79	72.42	149.09	1977
Wyoming[a]	110	36.17	108.87	69.08	207.94	1977

[a] Domestic travel of 200 miles or more.

[b] Summer visitors only.

[c] Auto visitors only.

[d] Winter season 1982-83.

[e] Non-Japanese visitor.

TABLE 14

AVERAGE EXPENDITURE PER PERSON PER DAY

State	Source	Lodging	Food	Transportation	Other	Total	Date of Data
Alabama	54	$ 4.30	$ 4.79	$ 3.63	$ 3.77	$16.49	1982
Alaska	55	6.94	5.22	71.39	9.44	92.99	1977
Arizona[c]	56	7.22	10.06	8.70	6.24	32.22	1979
Arkansas[a]	58,110	3.54	10.96	7.43	6.86	28.79	1977
California[a]	61,110	6.48	13.55	25.74	7.75	53.52	1977
Colorado[a]	110	6.60	11.60	14.47	8.54	41.21	1977
Connecticut[a]	110	4.23	13.20	55.29	8.44	81.16	1977
Delaware[a]	110	7.70	13.06	6.37	7.54	34.67	1977
District of Columbia[a]	110	16.35	20.28	22.27	7.78	66.68	1977
Florida	65	7.30	10.33	3.15	6.17	26.95	1983
Georgia[a]	110	6.19	13.16	23.43	7.92	50.70	1977
Hawaii[b]	67	26.89	22.45	8.70	23.77	81.81	1982
Idaho[a]	110	5.79	17.37	11.85	6.96	41.97	1977
Illinois[a]	110	4.68	13.11	31.12	8.57	57.48	1977
Indiana[a]	70,110	3.59	11.95	15.02	8.03	38.59	1977
Iowa	71	5.60	5.43	10.88	1.12	23.03	1982
Kansas[a]	72,110	3.48	11.46	19.39	7.77	42.10	1977
Kentucky	73	6.06	6.03	2.40	3.52	18.01	1982
Louisiana[a]	110	5.39	14.24	21.12	7.75	48.50	1977
Maine[a]	110	10.53	13.30	7.50	7.25	38.58	1977
Maryland	77	5.81	7.17	3.79	7.05	23.82	1981
Massachusetts[a]	110	10.67	14.30	31.44	7.78	64.19	1977
Michigan	80	10.86	14.86	28.13	9.66	63.51	1982
Minnesota[a]	110	6.89	12.88	16.48	8.74	44.99	1977
Mississippi[a]	110	3.53	11.94	10.89	7.43	33.79	1977
Missouri	84	2.11	3.03	6.45	1.92	13.51	1979
Montana	85	15.64	20.30	18.72	13.04	67.70	1979
Nebraska	86	4.08	4.79	5.55	1.34	15.76	1982
Nevada[a]	110	12.23	16.50	18.14	7.09	53.96	1977
New Hampshire[a]	110	15.80	11.65	8.13	8.28	43.86	1977
New Jersey[a]	110	7.87	15.38	22.17	7.89	53.31	1977
New Mexico[a]	110	5.36	14.94	13.09	7.95	41.34	1977
New York[a]	110	10.31	17.85	29.99	8.09	66.24	1977
North Carolina[a]	110	6.01	12.20	12.74	7.57	38.52	1977
North Dakota[a]	110	2.93	11.51	16.66	7.10	38.20	1977
Ohio[a]	110	3.13	13.83	26.01	8.31	51.28	1977
Oklahoma	96	5.51	7.91	9.15	4.72	27.29	1982
Oregon	98	4.20	5.80	4.60	5.40	20.00	1981
Pennsylvania[a]	110	5.63	13.04	19.38	8.22	46.27	1977
Rhode Island[a]	110	3.54	11.98	18.60	7.14	41.26	1977
South Carolina	101	6.37	6.08	3.37	5.08	20.90	1980
South Dakota[a]	110	5.12	11.10	12.91	7.55	36.68	1977
Tennessee	103	13.10	24.39	23.93	13.87	75.29	1982
Texas	104	7.08	6.79	7.79	4.75	26.41	1982
Utah	105	5.64	4.55	5.12	6.38	21.69	1981
Vermont	106	7.20	9.80	3.50	11.00	31.50	1982
Virginia[c,d]	107	2.23	3.53	2.30	1.45	9.51	1979
Washington[a]	110	3.70	12.78	16.34	8.40	41.22	1977
West Virginia[a]	110	7.42	11.67	9.77	7.73	36.59	1977
Wisconsin[a]	110	6.59	13.10	9.73	9.34	38.76	1977
Wyoming[a]	110	5.77	10.99	11.17	8.24	36.17	1977

[a] Domestic travel of 200 miles or more.

[b] Non-Japanese visitor.

[c] Auto travelers only.

[d] Non-resident travelers.

V

INDICATORS OF ECONOMIC IMPACT

Chapter IV presented a general picture of the level and types of visitor expenditures. The impact of these expenditures differs from state to state according to the type of facilities available, the level of development of these facilities, and the seasonal nature of the tourist industry (particularly the length of season). These expenditures create employment in travel-serving enterprises and contribute to the economy of a region. An indication of the economic impact can be gained by examining employment, wages and receipts in the lodging industry and in eating and drinking places.

Average annual employment in hotels and other lodging places for the years 1970-1982 are given in Table 15. California continues as the leader with 120,300 employees, followed by Florida with 92,700. New York with 63,800, Nevada with 60,700, New Jersey with 48,100, Pennsylvania with 45,100, Illinois with 38,300, Virginia with 32,500, Ohio with 29,500, and Georgia with 28,900 complete the top ten. A 1982 figure is not available for Texas, which reported 64,000 in 1980.

It is interesting to note that while New York ranked third in number of lodging employees in 1982, it recorded a decline in employment between 1970 (69,200) and 1982 (63,800). New York's lodging employment dropped to a low in 1978 (58,800) and has been slowly recovering, although a 1.1 percent decline was reported between 1981 and 1982. For most states the trend has been to record employment increases and many of them have been sizable. States reporting large employment increases since 1970 include California up 39,300, Florida up 34,100, Nevada up 32,100, New Jersey up 30,500, Virginia up 15,500, Hawaii and Colorado each up 12,900, and Georgia up 12,500.

Wage and salary disbursements by place of work in hotels and other lodging places is shown in Table 16. Starting with the 1975 figures, data are based on the 1972 Standard Industrial Classification manual rather than the 1967 manual. Thus, the figures may not be strictly comparable.

As would be expected, there is a strong correlation between the rank of states in terms of employment and its rank with regard to wage and salary payments. The main cause of any divergence would be the difference in the average level of hourly wage rates, which is generally not appreciable; however, higher rates in New Jersey, New York, Illinois, Nevada and states with major population centers do alter the ranking.

California with wage and salary disbursements of $1,308 million is the leader. Nevada ranked second paying $953 million in wage and salary disbursements to employees in the lodging industry in 1982. Filling out the top ten states were Florida with $902 million, New Jersey with $833 million, New York with $827 million, Texas with $719 million, Illinois with $419 million, Pennsylvania with $395 million, Hawaii with $345 million, and Virginia with $315 million. Other states reporting over $250 million in wage and salary disbursements to lodging employees were Georgia with $288 million, Tennessee with $255 million, Colorado with $253 million, and Ohio with $251 million.

Taxable sales in hotels, motels and other lodging places for the period 1970-1982 are presented in Table 17. This table is based on data received from the individual state departments of revenue. Although data are not reported for all states, Florida ($2.9 billion), New York ($1.8 billion), Texas ($1.4 billion), California ($0.9 billion), Hawaii ($0.8 billion), and Georgia ($0.8 billion) are the leaders. The states of Montana, Nevada and Oregon reported they have no state sales tax.

Table 18 provides similar data on hotels, motels, motor hotels and tourist courts, but these data are from the U.S. Bureau of the Census' *1977 Census of Service Industries*, *1972 Census of Selected Services* and *1967 Census of Business*. Data from the 1982 Census should be available during the Fall 1984. Data are provided on the number of hotels, motels, motor hotels and tourist courts and their receipts. California is the leader in all three years (1967, 1972, 1977), reporting 5,366 establishments with payroll of $1,867,706,000 in 1977. In terms of establishments, Florida was second with 4,607, followed by New York with 3,011, Texas with 2,555, Michigan with 1,979, Pennsylvania with 1,895, Wisconsin with 1,801, New Jersey with 1,523, Illinois with 1,382 and Colorado with 1,333.

Looking at receipts in 1977, California was followed by Nevada with $1.7 billion, Florida with $1.5 billion, New York with $1.2 billion, Texas with $0.9 billion, Illinois with $0.8 billion, Pennsylvania with $0.7 billion, Hawaii with $0.5 billion, Ohio with $0.5 billion and Georgia with $0.4 billion.

The total hotels, motels, motor hotels, and tourist courts reported for the United States in 1977 was 51,861. This compares to 58,688 in 1972 and 65,579 in 1967. Seventy-five percent of these were in the motels, motor hotels, and tourist courts category in 1979. Total receipts equalled $17.7 billion, with the hotels category accounting for over 55 percent of the total receipts. Total receipts reported in 1972 were $10.1 billion and in 1967 $5.5 billion. It is interesting to note that even though the number of establishments has decreased (down 20.9 percent since 1967), the receipts have increased, 75.3 percent and 221.8 percent over 1972 and 1967 respectively. Thus, the trend is toward fewer but larger establishments and higher rates.

The percentage of visitors using various types of accommodations are given in Table 19. Seventy-five percent of the states reporting show hotels/motels/resorts as the accommodations used by the majority of their visitors. Another 12 percent of the states stated that the majority of their visitors stayed with friends and relatives, while 10 percent reported campgrounds and 4 percent reported cabins as the most important type of accommodation.

States reporting 80 percent or more of their visitors using hotels/motels/resorts were Hawaii (89.8 percent), Minnesota (82.7 percent), and Nevada (81.0 percent). The six states reporting friends and relatives as the most important type of accommodation were Louisiana (59.3 percent), Pennsylvania (54.0 percent), Indiana (52.0 percent), Delaware (48.0 percent), California (46.0 percent), and Tennessee (41.0 percent). Kansas and Oklahoma reported equal percentages for hotels/motels/resorts and staying with friends/relatives—46.0 and 45.0 percent respectively.

Idaho, Montana, North Dakota, Washington, and Wyoming reported the campground to be the most important type of accommodation—65.0, 48.2, 37.6, 38.2 and 46.7 percent respectively. In Maine and New Hampshire the cabin was reported as most important with 18.8 and 43.1 percent respectively of the visitors using this type of accommodation.

Table 20 presents average annual employment in eating and drinking places. California is again the leader with 586,100 employees, followed by New York with 300,400, Florida with 252,100, Ohio with 234,700, Pennsylvania with 218,300, Illinois with 212,900, Michigan with 180,800, Massachusetts with 147,200, New Jersey with 133,700, and Wisconsin with 122,400. Other states reporting eating and drinking place employment of 100,000 or more were Indiana with 117,200, Missouri with 111,700, Georgia with 108,000, North Carolina with 106,000, Minnesota with 105,700, Washington with 104,800, and Virginia with 100,000. Again the trend has been increasing employment supported by both increased local use and increased traveler use. States with employment increases over 100,000 since 1970 were California with 293,800 additional employees and Florida with 146,300. While a 1982 figure is not available for Texas, an increase of 155,400 was reported between 1970 and 1980.

Wage and salary disbursements in eating and drinking places are given in Table 21. Again wage and salary disbursement rankings are quite similar to employment rankings. California was the leader with wage and salary disbursements of $4.5 billion, followed by Texas with $2.5 billion. Filling out the top ten were New York with $2.4 billion, Florida with $1.8 billion, Illinois with $1.5 billion, Ohio with $1.5 billion, Pennsylvania with $1.3 billion, Michigan with $1.1 billion, New Jersey with $1.0 billion and Massachusetts with $1.0 billion.

Table 22 presents information from the *1977 Census of Service Industries*, the *1972 Census of Selected Services* and the *1967 Census of Business* on the number and receipts of travel agencies, tour operators and related services. Data from the 1982 Census should be available in late 1984. In 1977 California led with 3,198 establishments, followed by New York with 3,078. In 1972 and 1967 New York led with 2,109 and 1,278 establishments respectively, while California was second with 1,561 and 946 establishments respectively. Finishing the top ten in 1977 were Illinois (1,169), Florida (1,046), New Jersey (992), Pennsylvania (810), Texas (732), Indiana (700), Massachusetts (658), and Michigan (489). The total number of travel agencies, tour operators and related services in the United States was 19,442 in 1977, 10,269 in 1972 and 5,771 in 1967. This is an increase of 237 percent since 1967.

In terms of receipts, once again one finds a close correlation to the number of establishments. New York led with $317,378,000, followed by California with $279,743,000. Illinois was third with $123,733,000, followed by Florida with $77,119,000, Hawaii with $75,702, Massachusetts with $71,999,000, Pennsylvania with $71,799,000, New Jersey with $68,371,000, and Texas with $67,149,000. Total receipts were $1,727,296,000 in 1977, $710,174,000 in 1972 and $329,438,000 in 1967, for a 424 percent increase 1977 over 1967.

Estimated annual revenue received from travel taxes are presented in Table 23. This information was compiled from the U.S. Travel Data Center's annual *Survey of State Travel Offices* and from information submitted by the individual state tourism offices. Of the states reporting 1982 figures, New York led with $1,421,747,000, followed by Florida with $989,000,000, Massachusetts with $451,000,000, Hawaii with $448,000,000, Texas with $316,776,000, Pennsylvania with $306,406,000, Tennessee with $268,000,000, Arizona with $204,200,000, Kentucky with $154,797,000, and Maine with $150,830,000.

TABLE 15

AVERAGE ANNUAL EMPLOYMENT IN HOTELS AND OTHER LODGING PLACES, 1970-1982
(In Thousands of Persons)

State	Source	1970	1971	1972	1973	1974
Alabama	117	7.4	7.6	7.8	8.6	9.5
Alaska	118	1.4	1.6	1.8	1.9	2.5
Arizona	119	12.2	13.1	13.8	14.4	15.1
Arkansas	120	5.7	6.0	6.2	7.0	7.1
California	121	81.0	81.9	82.1[a]	87.6	87.1
Colorado	122	12.2	12.8	14.5	15.3[a]	16.2
Connecticut	123	5.9	6.0	6.5	6.1	6.2
Delaware	124	1.4	1.5	2.1	2.3	1.5
District of Columbia	125	9.5	9.2	8.3	8.7	7.9
Florida	126	58.6	61.0	66.0[a]	72.4	73.4
Georgia	127	16.4	17.1	18.4[a]	21.2	22.6
Hawaii	128	13.6	15.6	17.6	18.9	19.1
Idaho	129	3.4	3.5	3.9	4.3	4.7
Illinois	130	36.8	37.0	40.1	43.5	47.4
Indiana	131	12.4	12.9	13.6	14.9	16.9
Iowa	132	9.8	10.1	10.7	11.0	11.2
Kansas	133	5.7	5.6	5.7	6.1[a]	6.6
Kentucky	134	7.7	7.8	8.9	10.3	10.8
Louisiana	135	10.7	10.7	12.6[a]	13.7	14.3
Maine	136	4.3	4.5	6.1	6.4	6.0
Maryland	137	6.8	7.6	8.6	8.9	8.9
Massachusetts	138	16.8	16.9	18.0	18.7	19.3
Michigan	139	20.2	20.0	21.4	21.7	22.4
Minnesota	140	13.7	14.8	16.5	17.5	19.1
Mississippi	141	5.8	6.0	6.2	6.6[a]	7.0
Missouri	142	15.9	15.8	17.6	18.4	19.2
Montana	143	4.0	4.3	4.7	5.6	6.0
Nebraska	144	5.3	5.3	6.6	7.3	7.9
Nevada	145	28.6	27.4	30.0	31.9	33.3
New Hampshire	146	4.1	4.3	6.2	6.4	6.4
New Jersey	147	17.6	19.0	20.5	22.6	22.5
New Mexico	148	5.8	6.1	6.7	7.5	7.7
New York	149	69.2	69.8	69.1	68.6	68.0
North Carolina	150	11.7	11.9	15.2	17.0	16.0
North Dakota	151	2.8	3.4	3.7	3.5	3.3
Ohio	152	24.8	27.2	30.4	28.4[a]	30.0
Oklahoma	153	6.9	7.4	7.7[a]	7.9	8.2
Oregon	154	9.7	10.0	10.8	11.7	12.1
Pennsylvania	155	34.5	36.1	47.2	50.4	49.1
Rhode Island	156	1.6	1.6	1.8	1.8	1.8
South Carolina	157	7.4	8.3	9.2	11.2	12.4
South Dakota	158	2.0	2.2	2.7	3.0	2.9
Tennessee	159	15.1	15.6	16.8	19.0	19.9
Texas	160	40.8	40.7	41.6[a]	44.9	49.3
Utah	161	3.5	3.7	4.2	5.1[a]	5.2
Vermont	162	6.0	6.1	6.2	6.2	6.1
Virginia	163	17.0	18.8	21.3	24.2	25.4
Washington	164	11.5	11.7	12.0	12.8	14.0
West Virginia	165	4.6	4.6	4.9	5.3	5.3
Wisconsin	246	12.7	12.6	13.9	15.4	N.A.
Wyoming	166	4.6	4.9	N.A.	5.6	5.7

TABLE 15 (Continued)

AVERAGE ANNUAL EMPLOYMENT IN HOTELS AND OTHER LODGING PLACES, 1970-1982
(In Thousands of Persons)

State	Source	1975	1976	1977	1978	1979
Alabama	117	9.8	10.0	10.2	10.3	10.2
Alaska	118	3.2	3.2	3.2	3.1	3.3
Arizona	119	16.1	18.0	18.1	21.1	22.1
Arkansas	120	7.2	7.6	7.6	8.0	8.0
California	121	89.5	93.4	99.0	106.5	110.2
Colorado	122	17.8	18.5	19.2	21.4	22.1
Connecticut	123	6.3	6.5	6.6	6.6	6.6
Delaware	124	1.3	1.5	1.5	1.8	2.0
District of Columbia	125	7.7	8.6	8.8	9.2	9.2
Florida	126	73.3	77.6	77.9	83.6	88.4
Georgia	127	22.4	26.0	27.1	27.9	28.1
Hawaii	128	19.9	21.1	22.3	22.5	23.7
Idaho	129	5.0	4.7	4.5	5.2	5.4
Illinois	130	42.9	39.5	39.4	41.3	40.6
Indiana	131	16.2	16.7	17.6	17.9	18.2
Iowa	132	11.3	10.2	10.3	10.3	11.0
Kansas	133	6.6	6.8	7.0	7.2	7.4
Kentucky	134	11.0	11.4	11.6	12.6	12.4
Louisiana	135	14.4	15.3	15.8	16.2	16.5
Maine	136	5.5	5.8	6.0	5.8	5.6
Maryland	137	9.6	9.6	10.0	9.9	10.7
Massachusetts	138	18.8	19.7	19.7	21.2	21.8
Michigan	139	21.4	23.3	25.4	25.9	26.1
Minnesota	140	18.1	19.7	19.5	19.8	20.7
Mississippi	141	7.6	7.9	8.0	8.4	8.0
Missouri	142	19.2	20.6	21.0	23.4	24.5
Montana	143	5.9	6.1	6.4	6.5	6.5
Nebraska	144	7.8	7.1	7.3	7.2	6.9
Nevada	145	35.6	36.5	39.5	50.5	57.6
New Hampshire	146	6.3	6.3	6.3	6.4	6.4
New Jersey	147	19.7[a]	19.5	19.2	20.4	27.1
New Mexico	148	8.3	8.9	9.0	9.2	9.6
New York	149	61.4	59.4	58.9	58.8	60.2
North Carolina	150	17.2	17.7	18.5	18.4	18.9
North Dakota	151	3.3[a]	3.6	3.8	4.2	4.3
Ohio	152	30.6	28.5	28.0	29.9	31.4
Oklahoma	153	8.5	8.5	8.7	9.5	9.7
Oregon	154	11.4	12.1	12.7	14.2	14.9
Pennsylvania	155	44.5	47.0	45.6	45.3	45.3
Rhode Island	156	1.5	1.9	2.2	2.1	2.3
South Carolina	157	11.8	12.8	13.7	14.7	14.9
South Dakota	158	3.0	3.1	3.3	3.5	3.5
Tennessee	159	18.8	20.2	20.9	22.3	22.8
Texas	160	51.1	51.6	53.0	55.9	56.6
Utah	161	5.6	6.2	6.3	6.9	7.2
Vermont	162	5.5	6.2	6.7	6.8	6.9
Virginia	163	26.2	27.8	27.3	28.2	29.3
Washington	164	13.6	14.5	15.5	17.0	17.6
West Virginia	165	5.6	5.9	6.2	6.8	6.8
Wisconsin	246	N.A.	17.0	17.7	18.1	18.2
Wyoming	166	5.9	6.1	5.8	6.5	6.9

TABLE 15 (Continued)

AVERAGE ANNUAL EMPLOYMENT IN HOTELS AND OTHER LODGING PLACES, 1970-1982
(In Thousands of Persons)

State	Source	1980	1981	1982
Alabama	117	10.1	10.0	10.3
Alaska	118	3.3	3.6	4.3
Arizona	119	22.1	22.9	22.9
Arkansas	120	7.8	7.8	8.0
California	121	114.3	121.7	120.3
Colorado	122	23.0	24.6	25.1
Connecticut	123	6.6	6.6	7.3
Delaware	124	1.9	1.9	1.9
District of Columbia	125	10.4	10.0	10.1
Florida	126	90.9	90.8	92.7
Georgia	127	28.3	28.9	28.9
Hawaii	128	24.8	24.6	26.5
Idaho	129	5.1	5.4	5.1
Illinois	130	39.3	37.0	38.3
Indiana	131	17.9	17.2	16.7
Iowa	132	10.4	10.3	9.8
Kansas	133	7.7	8.4	8.1
Kentucky	134	12.1	12.1	12.6
Louisiana	135	20.5	21.0	20.6
Maine	136	6.0	6.5	6.2
Maryland	137	11.6	11.9	12.9
Massachusetts	138	22.2	22.7	24.6
Michigan	139	24.5	23.8	23.6
Minnesota	140	20.4	21.6	20.4
Mississippi	141	8.1	7.9	8.0
Missouri	142	25.4	25.2	24.1
Montana	143	6.7	7.2	6.6
Nebraska	144	6.6	6.7	6.7
Nevada	145	60.9	61.5	60.7
New Hampshire	146	6.5	7.8	6.9
New Jersey	147	35.3	44.9	48.1
New Mexico	148	9.7	9.9	10.2
New York	149	62.1	64.5	63.8
North Carolina	150	18.7	19.5	20.4
North Dakota	151	4.4	4.6	4.7
Ohio	152	30.5	31.1	29.5
Oklahoma	153	9.7	10.2	11.2
Oregon	154	14.9	14.4	13.6
Pennsylvania	155	N.A.	46.2	45.1
Rhode Island	156	2.4	2.4	2.4
South Carolina	157	14.6	15.5	16.5
South Dakota	158	3.7	3.6	3.7
Tennessee	159	22.6	23.6	24.7
Texas	260	64.0	N.A.	N.A.
Utah	161	7.0	7.3	7.9
Vermont	162	6.7	6.9	7.2
Virginia	163	30.4	31.7	32.5
Washington	164	17.8	17.8	17.7
West Virginia	165	7.1	7.0	7.3
Wisconsin	246	18.6	17.6	17.5
Wyoming	166	6.3	6.8	7.6

---

[a] New series using 1972 SIC manual.

TABLE 16

WAGE AND SALARY DISBURSEMENTS IN HOTELS AND OTHER LODGING PLACES, 1970-1982
(In Millions of Dollars)

State	Source	1970	1971	1972	1973	1974
Alabama	169	$ 29	$ 31	$ 32	$ 36	$ 43
Alaska	169	11	12	13	14	20
Arizona	169	61	69	73	84	90
Arkansas	169	20	22	24	27	29
California	169	411	433	455	507	561
Colorado	169	52	57	61	67	76
Connecticut	169	31	32	33	35	36
Delaware	169	6	7	10	(D)	(D)
District of Columbia	169	58	58	57	(D)	(D)
Florida	169	274	301	340	411	424
Georgia	169	74	80	84	100	110
Hawaii	169	85	99	114	129	138
Idaho	169	15	15	17	19	21
Illinois	169	181	191	217	235	260
Indiana	169	52	54	58	68	78
Iowa	169	24	26	36	40	44
Kansas	169	20	20	21	23	28
Kentucky	169	31	33	34	41	46
Louisiana	169	48	51	61	66	73
Maine	169	19	21	26	29	28
Maryland	169	32	38	42	49	(D)
Massachusetts	169	78	83	87	95	103
Michigan	169	92	94	100	107	113
Minnesota	169	60	63	68	75	87
Mississippi	169	22	25	25	29	34
Missouri	169	65	69	78	86	94
Montana	169	14	16	18	22	25
Nebraska	169	18	19	23	27	30
Nevada	169	234	239	262	286	311
New Hampshire	169	20	21	29	29	32
New Jersey	169	89	93	108	120	124
New Mexico	169	21	23	26	30	33
New York	169	444	455	450	472	495
North Carolina	169	52	56	65	75	77
North Dakota	169	9	9	14	16	19
Ohio	169	107	113	140	155	175
Oklahoma	169	25	28	30	33	38
Oregon	169	39	42	44	49	53
Pennsylvania	169	147	164	217	241	247
Rhode Island	169	8	8	8	8	8
South Carolina	169	29	35	40	50	58
South Dakota	169	6	8	9	10	11
Tennessee	169	68	73	81	95	102
Texas	169	170	177	190	215	244
Utah	169	12	14	16	17	19
Vermont	169	27	30	31	31	29
Virginia	169	83	96	103	122	132
Washington	169	56	58	60	65	75
West Virginia	169	20	21	23	26	27
Wisconsin	169	51	53	55	62	70
Wyoming	169	18	19	21	23	27

TABLE 16 (Continued)

WAGE AND SALARY DISBURSEMENTS IN HOTELS AND OTHER LODGING PLACES, 1970-1982
(In Millions of Dollars)

State	Source	1975[a]	1976[a]	1977[a]	1978[a]	1979[a]
Alabama	169	$ 45	$ 50	$ 54	$ 61	$ 66
Alaska	169	27	33	34	35	38
Arizona	169	90	107	115	133	166
Arkansas	169	32	36	39	45	49
California	169	553	614	696	813	931
Colorado	169	81	94	109	138	160
Connecticut	169	36	38	42	48	53
Delaware	169	(D)	9	(D)	(D)	(D)
District of Columbia	169	(D)	75	84	(D)	(D)
Florida	169	412	445	479	554	675
Georgia	169	116	153	171	193	212
Hawaii	169	152	182	205	231	260
Idaho	169	23	25	25	31	34
Illinois	169	237	246	285	317	346
Indiana	169	76	85	95	106	120
Iowa	169	42	44	46	51	58
Kansas	169	28	32	34	39	44
Kentucky	169	50	56	60	73	80
Louisiana	169	77	89	96	109	127
Maine	169	27	29	32	34	35
Maryland	169	59	61	(D)	(D)	(D)
Massachusetts	169	103	116	123	144	164
Michigan	169	113	131	152	174	185
Minnesota	169	84	99	106	118	131
Mississippi	169	39	44	46	53	55
Missouri	169	101	112	120	147	162
Montana	169	26	29	31	36	40
Nebraska	169	28	31	34	36	37
Nevada	169	353	387	442	594	722
New Hampshire	169	29	34	35	41	43
New Jersey	169	114	117	123	159	276
New Mexico	169	39	44	47	53	60
New York	169	461	466	486	535	606
North Carolina	169	93	92	102	114	130
North Dakota	169	13	15	18	21	24
Ohio	169	155	167	164	190	213
Oklahoma	169	39	42	47	57	66
Oregon	169	53	61	69	83	95
Pennsylvania	169	230	261	263	286	314
Rhode Island	169	7	10	12	13	17
South Carolina	169	59	69	80	93	102
South Dakota	169	12	13	15	17	18
Tennessee	169	106	118	131	157	177
Texas	169	261	296	320	380	440
Utah	169	26	29	33	40	46
Vermont	169	34	38	42	48	53
Virginia	169	144	163	171	195	218
Washington	169	78	88	101	119	135
West Virginia	169	31	34	40	50	54
Wisconsin	169	72	77	84	96	107
Wyoming	169	29	31	31	37	44

TABLE 16 (Continued)

WAGE AND SALARY DISBURSEMENTS IN HOTELS AND OTHER LODGING PLACES, 1970-1982
(In Millions of Dollars)

State	Source	1980	1981	1982
Alabama	169	$ 72	$ 77	$ 80
Alaska	169	42	51	56
Arizona	169	193	215	225
Arkansas	169	53	58	62
California	169	1,077	1,241	1,308
Colorado	169	190	217	253
Connecticut	169	59	61	71
Delaware	169	(D)	16	18
District of Columbia	169	127	142	142
Florida	169	775	836	902
Georgia	169	240	270	288
Hawaii	169	292	315	345
Idaho	169	36	41	42
Illinois	169	364	376	419
Indiana	169	127	134	139
Iowa	169	62	69	69
Kansas	169	54	63	65
Kentucky	169	87	96	106
Louisiana	169	176	194	202
Maine	169	41	47	46
Maryland	169	(D)	103	126
Massachusetts	169	182	203	237
Michigan	169	194	201	212
Minnesota	169	144	166	171
Mississippi	169	59	62	65
Missouri	169	192	212	213
Montana	169	45	49	48
Nebraska	169	42	45	49
Nevada	169	859	939	953
New Hampshire	169	48	57	59
New Jersey	169	476	710	833
New Mexico	169	68	75	82
New York	169	686	781	827
North Carolina	169	141	156	171
North Dakota	169	27	30	32
Ohio	169	229	254	251
Oklahoma	169	74	84	95
Oregon	169	107	110	109
Pennsylvania	169	354	378	395
Rhode Island	169	19	20	21
South Carolina	169	112	128	144
South Dakota	169	20	21	23
Tennessee	169	195	229	255
Texas	169	516	641	719
Utah	169	51	59	68
Vermont	169	55	62	69
Virginia	169	246	286	315
Washington	169	149	165	168
West Virginia	169	60	66	71
Wisconsin	169	119	128	132
Wyoming	169	44	50	60

---

[a] Estimates based on 1972 Standard Industrial Classification.

(D)–Disclosure.

TABLE 17

TAXABLE SALES OF MOTELS, HOTELS, AND OTHER LODGING PLACES, 1970-1982
(In Thousands of Dollars)

State	Source	1970	1971	1972	1973	1974
Alabama[a]	170	$ 43,358	$ 47,196	$ 52,274	$ 58,090	$ 63,156
Alaska	171,173,252			35,862	52,135	66,452
Arizona	252			166,311	N.A.	N.A.
Arkansas	252			77,396	N.A.	N.A.
California	252			1,065,051	N.A.	N.A.
Colorado[a]	174	141,748	151,853	161,518	182,077	194,090
Connecticut	175	35,455	37,563	40,108	42,797[a]	44,641[a]
Delaware[a]	59,173			6,659	N.A.	11,754
District of Columbia[a]	176	110,884	107,197	116,651	122,598	132,607
Florida[a]	177	1,326,999	1,506,970	1,609,135	1,091,357	1,141,366
Georgia	178	198,419	225,949	248,554	282,887	N.A.
Hawaii	179	176,923	198,539	227,058	264,519	319,109
Idaho[a,b]	173,247	28,140	31,936	33,458	33,201	41,512
Illinois[a]	180	190,983	208,078	225,243	244,912	274,582
Indiana[a]	181	121,259	122,735	151,079	163,751	188,001
Iowa[a]	182	40,191	44,291	53,325	63,175	71,325
Kansas[a]	183	42,502	46,332	53,847	62,696	73,589
Kentucky[a]	184	79,257	89,484	99,095	114,123	127,836
Louisiana	185,252	53,180	55,976	156,906	N.A.	N.A.
Maine	186	37,106	42,567	45,885	63,000	67,880
Maryland[a]	187	84,455	95,750	109,755	118,120	131,090
Massachusetts[a]	188,173	112,336	121,962	130,319	140,829	137,696
Michigan[a]	189	116,025	117,378	119,477	130,359	139,686
Minnesota	79,173,252	131,560	148,317	188,879	178,256	201,598
Mississippi[a]	190	45,455	49,300	55,762	61,393	[illegible]
Missouri[f]	191		76,037	110,745	[illegible]	161,253
Montana	252			51,367[e]	N.A.	N.A.
Nebraska	173,243,252		52,500	60,824	N.A.	[illegible]
Nevada	252			738,448[e]	N.A.	N.A.
New Hampshire[b]	228	151,800	167,677	[illegible]	208,292	N.A.
New Jersey	97,173		47,394	44,450	169,048	[illegible]
New Mexico	173,248,252		49,725	76,041	52,492	64,690
New York[a]	205	766,000	712,000	714,000	734,000	N.A.
North Carolina[a]	192	107,602	121,034	136,915	156,967	[illegible]
North Dakota	249	18,051	19,357	22,223	26,554[c]	31,048
Ohio	252			291,329	N.A.	N.A.
Oklahoma[a]	193	63,554	69,520	76,025	81,344	92,073
Oregon	252			125,500[e]	N.A.	N.A.
Pennsylvania[a]	194	174,580	183,414	105,013	N.A.	N.A.
Rhode Island	173,208,252	3,777	4,366	23,169	N.A.	N.A.
South Carolina[a]	195	45,895	80,118	91,394	107,680	129,095
South Dakota	196	22,108	24,318	27,655	31,496	36,696
Tennessee[a]	197	102,282	113,853	133,612	155,672	N.A.
Texas[a]	198	246,403	261,628	282,998	316,162	361,036
Utah	113,173	16,517	20,002	29,032	36,351	N.A.
Vermont[a]	199	85,691	101,867	114,352	122,802	128,838
Virginia	173,200	162,026	181,990	198,168	235,609	269,723
Washington	201	110,618	116,888[d]	128,094	142,089	180,823
West Virginia	202	48,807[d]	51,717[d]	41,633[d]	42,758	56,371
Wisconsin	167,173	167,679	186,110	201,863	218,726	248,796
Wyoming[a]	173,203	43,659	46,694	50,341	58,798	70,530

TABLE 17 (Continued)

TAXABLE SALES OF MOTELS, HOTELS, AND OTHER LODGING PLACES, 1970-1982
(In Thousands of Dollars)

State	Source	1975	1976	1977	1978	1979
Alabama[a]	170	$ 72,808	$ 81,759	$ 97,202	$ 113,000	$ 127,615
Alaska	171,252	96,103	N.A.	95,093	N.A.	N.A.
Arizona	172,252	N.A.	N.A.	296,888	N.A.	343,510
Arkansas	168	N.A.	N.A.	107,896	129,103	139,491
California	252	N.A.	N.A.	1,936,673	596,269	683,194
Colorado[a]	174	219,977	223,479	228,769	277,088	335,886
Connecticut[a]	175,252	50,708	56,672	123,237	N.A.	87,305
Delaware	252	N.A.	N.A.	33,516	N.A.	N.A.
District of Columbia[a]	176	139,913	164,051	192,213	214,601	242,200
Florida	177	1,242,619[a]	1,366,950[a]	1,456,402[a]	1,772,360	2,110,221
Georgia	178	N.A.	367,077[a]	432,483[a]	541,939	590,929
Hawaii	179	365,919	433,300	482,990	535,874	672,098
Idaho[a,b]	247	47,633	50,694	55,959	87,789	101,017
Illinois[a]	180	302,430	330,088	382,970	428,924	495,097
Indiana	181	207,225[a]	228,125	261,778	298,676	336,712
Iowa[a]	182	83,128	105,296	125,286	137,167	149,201
Kansas[a]	183	79,044	84,257	92,160	100,414	119,760
Kentucky	184	143,250	163,895	174,620[a]	191,781[a]	215,336[a]
Louisiana	185,252	N.A.	416,294	314,198	97,888[a]	243,166[a]
Maine	186	78,500	67,332	68,941	67,982	77,395
Maryland[a]	187	145,059	156,925	171,999	188,551	223,725
Massachusetts[a]	188	169,560	185,846	194,634	169,238	194,072
Michigan	189	138,762	159,050[a]	168,725[a]	178,600[a]	187,025[a]
Minnesota	79	220,822	240,309	256,550	281,648	330,468
Mississippi[a]	190	81,600	93,789	101,957	117,717	131,807
Missouri	191,252	193,773	220,526	333,439	311,006	355,351
Montana	252	N.A.	N.A.	102,497[e]	N.A.	N.A.
Nebraska	243	73,406	84,238	92,194	102,842	108,689
Nevada	252	N.A.	N.A.	1,733,432[e]	N.A.	N.A.
New Hampshire[a]	228	N.A.	292,000	336,000	376,667	428,333
New Jersey	97,252	176,023	203,267	390,747	254,000	286,000
New Mexico	248	82,760	104,279	120,316	133,229[a]	144,617[a]
New York	205,252	N.A.	N.A.	1,294,976	N.A.	1,164,254[a]
North Carolina[a]	192	182,958	214,650	231,987	290,395	330,155
North Dakota	249	36,776[d]	44,687[a]	49,576[a]	88,062[a]	101,128[d]
Ohio	252	N.A.	N.A.	502,997	N.A.	N.A.
Oklahoma[a]	193	101,744	116,521	124,831	148,110	180,688
Oregon	252	N.A.	N.A.	209,253[e]	N.A.	N.A.
Pennsylvania[a]	194	N.A.	N.A.	201,785	N.A.	221,669
Rhode Island	252	N.A.	N.A.	36,087	N.A.	N.A.
South Carolina[a]	195	150,107	174,696	200,827	228,698	300,787
South Dakota	196	41,212	38,798[a]	43,986[a]	52,856	52,226
Tennessee[a]	197	N.A.	240,547	255,178	304,797	348,064
Texas	198	407,875[a]	479,270[a]	567,330[a]	746,704	881,602
Utah	113	N.A.	47,863[a]	54,385[a]	78,305	87,623
Vermont[a]	199	151,763	184,640	196,915	232,016	268,586
Virginia	200	320,169	348,889	385,688	442,696	466,807
Washington	201	190,162	225,972	251,117	294,368	334,680
West Virginia	202	67,422	84,104	90,062	160,504	116,259
Wisconsin	167	273,015	261,858	295,025	317,000	332,000
Wyoming	203	86,989	107,867	119,893	141,829	159,908[a]

TABLE 17 (Continued)

TAXABLE SALES OF MOTELS, HOTELS, AND OTHER LODGING PLACES, 1970-1982

(In Thousands of Dollars)

State	Source	1980	1981	1982
Alabama[a]	170	$ 142,193	$ 152,628	$ 176,385
Alaska	171	N.A.	N.A.	N.A.
Arizona[a]	172	352,915	341,431	424,737
Arkansas	168	153,567	169,201	172,694
California[a]	204	732,203	840,334	942,478
Colorado[a]	174	351,842	409,180	473,886
Connecticut	175	47,340	52,047	57,805
Delaware	213	1,307	1,834	1,893
District of Columbia[a]	176	275,900	319,900	333,000[c]
Florida	177	2,415,896	2,614,305	2,866,206
Georgia	178	643,180	708,912	762,203
Hawaii	179	708,620	770,706	844,927
Idaho[a]	247	93,931	112,057	130,630
Illinois[a]	180	559,765	615,305	657,345
Indiana		N.A.	N.A.	N.A.
Iowa[a]	182	167,018	173,199	185,728
Kansas[a]	183	126,434	143,788	152,713
Kentucky[a]	184	227,177	248,144	277,734
Louisiana[a]	185	261,269	299,619	337,164
Maine	186	94,619	105,342	108,730
Maryland[a]	187	231,300	267,334	308,662
Massachusetts[a]	188	222,882	276,174	303,128
Michigan	189	433,950	446,908	478,638
Minnesota	79	344,107	445,791	N.A.
Mississippi[a]	190	149,400	157,883	175,761
Missouri	191	N.A.	N.A.	289,895
Montana		N.A.	N.A.	N.A.
Nebraska	243	102,791	111,525	111,660
Nevada		N.A.	N.A.	N.A.
New Hampshire	228	N.A.	N.A.	N.A.
New Jersey	97	336,000	474,000	486,000
New Mexico[a]	248	168,280	187,607	219,312
New York[a]	205	1,340,109	1,571,483	1,800,709
North Carolina[a]	192	358,356	404,213	464,452
North Dakota[d]	249	110,042	125,447	131,349
Ohio		N.A.	N.A.	N.A.
Oklahoma[a]	193	196,962	231,842	290,975
Oregon		N.A.	N.A.	N.A.
Pennsylvania[a]	194	262,698	312,023	384,684
Rhode Island	208	N.A.	N.A.	N.A.
South Carolina[a]	195	328,889	374,071	433,500
South Dakota	196	59,065	67,994	73,641
Tennessee[a]	197	N.A.	439,799	513,498
Texas	198	1,056,153	1,319,475	1,395,829
Utah	113	99,969	113,273	124,787
Vermont	199	54,022	68,844	83,088
Virginia	200	529,454	597,973	638,266
Washington	201	356,317	386,440	409,088
West Virginia	202	129,702	200,613	247,558
Wisconsin	167	369,000	401,000	420,000
Wyoming[a]	203	178,629	181,828	203,419

[a] Fiscal year basis.

[b] Includes meals and beverage sales.

[c] Estimate.

[d] Gross sales.

[e] Receipts, no state tax.

[f] New series beginning in 1971.

TABLE 18

HOTELS, MOTELS, MOTOR HOTELS AND TOURIST COURTS, 1967, 1972, and 1977

	1967					
	Hotels		Motels, Motor Hotels & Tourist Courts		Total	
State	Number	Receipts (000)	Number	Receipts (000)	Number	Receipts (000)
Alabama	158	$ 15,776	442	$ 39,145	600	$ 54,921
Alaska	93	13,552	52	4,092	145	17,644
Arizona	310	42,609	732	43,429	1,042	86,038
Arkansas	246	14,622	624	30,953	870	45,575
California	2,795	410,606	4,243	293,856	7,038	704,462
Colorado	552	51,419	1,105	46,540	1,657	97,959
Connecticut	166	30,855	227	25,240	393	56,095
Delaware	29	5,484	90	5,598	119	11,082
District of Columbia	81	97,118	34	10,448	115	107,566
Florida	1,707	324,017	4,010	225,690	5,717	549,707
Georgia	268	37,948	797	83,093	1,065	121,041
Hawaii	189	110,705	18	2,440	207	113,145
Idaho	186	14,199	399	14,569	585	28,768
Illinois	903	237,100	1,063	108,267	1,966	345,367
Indiana	377	38,409	691	49,361	1,068	87,770
Iowa	393	26,663	617	37,267	1,010	63,930
Kansas	318	16,279	608	26,980	926	43,259
Kentucky	255	25,625	525	35,315	780	60,940
Louisiana	214	41,279	425	41,822	639	83,101
Maine	283	19,150	640	18,374	923	37,524
Maryland	192	25,424	346	38,775	538	64,199
Massachusetts	438	94,748	781	59,337	1,219	154,085
Michigan	777	92,846	1,779	81,809	2,556	174,655
Minnesota	533	60,336	968	42,626	1,501	102,962
Mississippi	147	15,758	325	31,129	472	46,887
Missouri	578	66,756	1,014	70,031	1,592	136,787
Montana	289	14,862	474	14,914	763	29,776
Nebraska	279	16,781	410	21,208	689	37,989
Nevada	228	321,042	506	33,610	734	354,652
New Hampshire	273	21,858	565	19,067	838	40,925
New Jersey	822	108,177	879	71,775	1,701	179,952
New Mexico	239	12,608	576	32,542	815	45,150
New York	2,235	657,061	2,124	138,480	4,359	795,541
North Carolina	375	31,898	1,049	63,683	1,424	95,581
North Dakota	183	9,992	199	8,230	382	18,222
Ohio	631	101,139	1,046	98,551	1,677	199,690
Oklahoma	391	21,714	663	34,955	1,054	56,669
Oregon	362	35,672	907	37,689	1,269	73,361
Pennsylvania	1,246	158,637	1,222	117,402	2,468	276,039
Rhode Island	58	8,163	77	5,173	135	13,336
South Carolina	254	18,125	598	38,188	852	56,313
South Dakota	197	8,274	402	12,427	599	20,701
Tennessee	281	21,148	793	60,454	1,074	81,602
Texas	989	116,321	2,475	184,761	3,464	301,082
Utah	137	10,341	349	18,534	486	28,875
Vermont	232	22,065	364	13,304	596	35,369
Virginia	344	43,244	892	84,756	1,236	128,000
Washington	517	47,731	901	45,843	1,418	93,574
West Virginia	171	22,178	274	14,212	445	36,390
Wisconsin	546	49,109	1,214	47,802	1,760	96,911
Wyoming	168	15,735	434	25,821	602	41,556

TABLE 18 (Continued)

HOTELS, MOTELS, MOTOR HOTELS AND TOURIST COURTS, 1967, 1972, and 1977

	1972					
	Hotels		Motels, Motor Hotels & Tourist Courts		Total	
State	Number	Receipts (000)	Number	Receipts (000)	Number	Receipts (000)
Alabama	111	$ 21,939	478	$ 66,805	589	$ 88,744
Alaska	75	18,463	82	15,260	157	33,723
Arizona	232	60,558	800	96,093	1,032	156,651
Arkansas	164	16,273	611	57,486	775	73,759
California	1,483	536,947	4,191	470,231	5,674	1,007,178
Colorado	384	75,441	1,163	101,923	1,547	177,364
Connecticut	92	28,289	258	47,477	350	75,766
Delaware	21	(D)	100	10,683	121	(D)
District of Columbia	61	(D)	49	22,473	110	(D)
Florida	1,176	451.401	4,442	537,051	5,618	988,452
Georgia	198	90,610	858	156,687	1,056	247,297
Hawaii	187	230,972	33	10,634	220	241,606
Idaho	119	15,058	417	30,966	536	46,024
Illinois	485	249,405	1,085	185,499	1,570	434,904
Indiana	186	30,474	693	105,781	879	136.255
Iowa	222	24,908	670	58,136	892	83,044
Kansas	170	9,744	538	55,785	708	65,529
Kentucky	131	17,423	600	90,000	731	107,423
Louisiana	182	79,976	437	72,713	619	152,689
Maine	171	18,243	659	36,874	830	55,117
Maryland	118	35,296	374	79,135	492	114,431
Massachusetts	216	87,550	841	136,535	1,057	224,085
Michigan	484	94,265	1,945	163,966	2,429	258,231
Minnesota	305	73,011	930	95,601	1,235	168,612
Mississippi	78	11,622	329	57,424	407	69,046
Missouri	321	83,442	1,119	125,293	1,440	208,735
Montana	223	18,004	528	30,033	751	48,037
Nebraska	145	17,590	455	40,924	600	58,514
Nevada	140	674,859	560	59,177	700	734,036
New Hampshire	166	23,193	576	36,287	742	59,480
New Jersey	467	100,211	1,157	164.481	1,624	264,692
New Mexico	116	14,248	605	58,091	721	72,339
New York	1,124	610,896	2,444	232,658	3,568	843,554
North Carolina	247	36,561	1,103	129,983	1,350	166,544
North Dakota	103	7,265	228	18,373	331	25,638
Ohio	347	90,361	1,139	184,727	1,486	275,088
Oklahoma	188	14,730	609	66,216	797	80,946
Oregon	209	39,690	949	79,492	1,158	119,182
Pennsylvania	741	192,586	1,278	239,057	2,019	431,643
Rhode Island	46	9,033	93	13,488	139	22,521
South Carolina	154	18,410	808	95,172	962	113,582
South Dakota	123	9,105	411	22,860	534	31,965
Tennessee	173	27,198	890	135,408	1,063	162,606
Texas	553	160,017	2,327	316,162	2,880	476,179
Utah	85	13,587	360	37,898	445	51,485
Vermont	181	25,040	391	27,349	572	52,389
Virginia	207	62,833	939	177,575	1,146	240,408
Washington	262	59,349	913	75,520	1,175	134,869
West Virginia	112	24,612	307	30,589	419	55,201
Wisconsin	369	56,267	1,489	96,044	1,858	152,311
Wyoming	136	19,686	438	39,485	574	59,171

TABLE 18 (Continued)

HOTELS, MOTELS, MOTOR HOTELS AND TOURIST COURTS, 1967, 1972, and 1977

	1977					
	Hotels		Motels, Motor Hotels & Tourist Courts		Total	
State	Number	Receipts (000)	Number	Receipts (000)	Number	Receipts (000)
Alabama	93	$ 49,873	361	$ 98,466	454	$ 148,339
Alaska	77	(D)	72	(D)	149	91,237
Arizona	217	155,547	680	124,840	897	280,387
Arkansas	103	33,096	533	77,948	636	111,044
California	1,527	1,207,005	3,839	660,701	5,366	1,867,706
Colorado	393	163,164	940	128,309	1,333	291,473
Connecticut	73	45,674	251	68,767	324	114,441
Delaware	24	(D)	89	(D)	113	31,053
District of Columbia	62	194,918	36	27,099	98	222,017
Florida	1,014	731,310	3,593	753,007	4,607	1,484,317
Georgia	186	224,606	687	224,592	873	449,198
Hawaii	191	542,135	45	6,628	236	548,763
Idaho	75	31,794	305	37,838	380	69,632
Illinois	400	501,037	982	260,308	1,382	761,345
Indiana	161	70,268	625	191,666	786	261,934
Iowa	155	40,949	599	107,737	754	148,686
Kansas	109	24,136	466	86,770	575	110,906
Kentucky	107	53,117	509	136,641	616	189,758
Louisiana	162	165,903	415	141,319	577	307,222
Maine	170	33,490	630	58,250	800	91,740
Maryland	123	88,562	349	112,109	472	200,671
Massachusetts	233	172,535	811	160,891	1,044	333,426
Michigan	430	224,884	1,549	201,970	1,979	426,854
Minnesota	308	142,539	846	134,577	1,154	277,116
Mississippi	82	35,167	264	76,227	346	111,394
Missouri	285	164,555	959	156,850	1,244	321,405
Montana	165	31,617	496	65,773	661	97,390
Nebraska	109	27,764	392	69,303	501	97,067
Nevada	177	1,637,886	473	88,408	650	1,726,294
New Hampshire	126	45,356	569	43,690	695	89,046
New Jersey	417	127,844	1,106	249,936	1,523	377,780
New Mexico	125	34,345	482	92,182	607	126,527
New York	947	930,090	2,064	314,902	3,011	1,244,992
North Carolina	207	78,227	1,073	208,783	1,280	287,010
North Dakota	81	14,050	211	38,582	292	52,632
Ohio	276	196,196	1,020	286,519	1,296	482,715
Oklahoma	143	36,472	527	109,569	670	146,041
Oregon	188	69,855	796	130,355	984	200,210
Pennsylvania	644	346,038	1,251	332,473	1,895	678,511
Rhode Island	30	9,394	86	25,480	116	34,874
South Carolina	152	88,466	687	166,075	839	254,541
South Dakota	88	7,731	375	45,289	463	53,020
Tennessee	186	102,212	774	207,410	960	309,622
Texas	516	377,591	2,039	501,538	2,555	879,129
Utah	82	39,504	323	51,407	405	90,911
Vermont	181	40,889	342	37,589	523	78,478
Virginia	221	186,060	832	248,770	1,053	434,830
Washington	189	110,460	834	145,834	1,023	256,294
West Virginia	82	38,942	256	56,601	338	95,543
Wisconsin	309	99,627	1,492	153,197	1,801	252,824
Wyoming	137	23,144	388	97,321	525	120,465

(D) – Withheld to avoid disclosure.
SOURCE: See Source 252.

Note: Reports from the 1982 Census should be available in the Fall 1984.

TABLE 19

PERCENTAGE OF VISITORS USING VARIOUS TYPES OF ACCOMMODATIONS

State	Source	Date of Data	Motel[a]	Hotel[b]	Camp-ground	Trailer	Cabin	Friend	Other
Alabama[j]	54	1982	41.8%	5.7%	- %	19.9%[n]	- %	27.6%	5.0%
Alaska[c]	55	1977	63.0[d]	d	19.0	-	-	36.0	30.0
Arizona	57	1976	59.0[d]	d	10.0	10.0	-	18.0	3.0
Arkansas	58	1975	58.0	-	12.4	-	-	6.7	22.9
California[c]	61	1982	38.0[d]	d	12.0	-	3.0[l]	46.0	5.0
Colorado[c]	62	1976	55.0[d]	d	15.2	-	-	35.5	5.4
Connecticut	63	1971	71.0	3.0	5.0	-	1.0	20.0	-
Delaware	213	1973	32.0[d]	d	-	-	-	48.0	20.0
District of Columbia	64	1973	24.4[d]	d	-	-	-	11.9	63.7[k]
Florida[c,j]	65	1982	45.5[d]	d	10.6[g]	g	5.1	38.7	5.4
Georgia	66	1975	51.7	3.1	9.1	-	0.7	14.9	-
Hawaii	67	1982	-	89.8[m]	-	-	-	8.4	1.8
Idaho[c]	68	1973	44.0[d]	d	65.0	-	-	11.0	-
Illinois	69	1982	51.4[d]	d	23.7	-	-	21.4	3.5
Indiana[c]	70	1982	44.0[d]	d	6.0[n]	-	-	52.0	-
Iowa[h]	71	1982	42.2[d]	d	32.3	-	-	13.1	1.5
Kansas	72	1982	46.0[d]	d	-	-	-	46.0	8.0
Kentucky	73	1978	47.6[d]	d	10.9	-	-	41.5	-
Louisiana	75	1966	33.4	4.3	1.6	0.8	-	59.3	-
Maine[h]	76	1974	12.5	3.2	11.9	-	18.8	14.9	4.7
Maryland	77	1981	53.1[d]	d	11.9	-	-	23.1	11.9
Massachusetts	78	1972	55.0	-	20.0	-	-	15.0	10.0
Michigan	80	1964	50.0	1.0	30.0[g]	g	-	15.0	4.0
Minnesota	82	1964	47.5	35.2	20.4[g]	g	-	30.0	0.3
Missouri	84	1982	38.4	21.8	15.5	6.8	1.0	14.0	2.5
Montana[c]	85	1982	46.2[d]	d	48.2	-	19.4	23.2	3.9
Nebraska[f]	86	1978	49.8	1.9	27.6[g]	g	-	19.8	0.9
Nevada	87	1963	81.0[d]	d	3.0	4.0	-	9.0	3.0
New Hampshire	89	1970	10.3[d]	d	7.0	-	43.1	35.4	4.2
New Jersey[f]	90	1979	60.3[d]	d	17.6	-	12.4	9.7	-
New Mexico[h]	91	1965	50.0[d]	d	11.0	-	-	16.0	5.0
New York	88	1981	43.0[d]	d	8.0	-	6.0	40.0	3.0
North Carolina[c]	92	1983	64.8[d]	d	12.9	-	-	23.9	-
North Dakota	93	1978	34.3[d]	d	37.6	....	28.1	....	....
Ohio	94	1969	44.0	14.0	23.0	7.0	2.4	8.0	1.6
Oklahoma	96	1982	45.0[d]	d	10.0[g]	g	-	45.0	-
Oregon	98	1982	32.0[d]	d	29.0	-	-	20.0	19.0
Pennsylvania	99	1982	34.0[d]	d	6.0[g]	g	1.0	54.0	5.0
Rhode Island	100	1978	38.6[d]	d	22.2	-	-	11.6	27.6
South Carolina	101	1976	54.9[d]	d	-	-	4.4	21.1	-
South Dakota	102	1965	48.8	1.3	31.1	-	-	16.6	2.2
Tennessee	103	1982	38.0	16.0	1.0[g]	g	3.0	41.0	1.0
Texas	104	1976	43.0	13.0	22.0	13.0	-	4.0	5.0
Utah[c]	105	1981	75.1[d]	d	27.2	-	-	27.0	1.5
Vermont	106	1979	53.3[d]	d	11.0[g]	g	11.0	13.0	11.7
Virginia[h]	107	1982	25.0[d]	-	5.0[g]	g	9.0	6.0	3.0
Washington	108	1972	23.2	3.9	38.2	-	-	29.7	5.0
West Virginia	109	1972	53.7[d]	d	45.5	-	-	-	0.8
Wyoming[f,e]	112	1980	29.6	2.6	46.7[g]	g	2.2	12.7	6.2

[a] Motels and tourist courts.
[b] Hotels, resorts or dude ranches.
[c] Adds to more than 100% as some visitors used more than one type of lodging.
[d] Motels, tourist courts, hotels, resorts and dude ranches combined.
[e] Out-of-State visitors only.
[f] Summer visitors only.
[g] Trailers & campgrounds combined.
[h] Adds to less than 100% as some visitors did not stay overnight.
[i] Welcome Center visitors.
[j] Auto only.
[k] Other accommodations and day visitors.
[l] Own cabin/condominium.
[m] Hotels and condominiums combined.
[n] Includes recreational vehicles.

TABLE 20

AVERAGE ANNUAL EMPLOYMENT IN EATING AND DRINKING PLACES, 1970-1982
(In Thousands)

State	Source	1970	1971	1972	1973	1974
Alabama[b]	117	24.9	25.1	28.1	30.9	32.9
Alaska	118	2.8	3.2	3.3	3.8	4.9
Arizona	119	25.4	27.6	30.8	35.3	38.7
Arkansas	120	15.2	15.9	17.5	19.4	21.2
California	121	292.3	297.3	N.A.	349.5	368.8
Colorado	122	35.1	37.9	43.8	50.7[b]	54.4[b]
Connecticut	123	36.8	37.3	40.0	44.6	46.4
Delaware	124	7.8	8.3	8.9	10.9	10.0
District of Columbia	125	19.4	18.3	18.4	18.2	18.1
Florida	126	105.8	113.1	124.9[b]	139.6[b]	147.9[b]
Georgia	127	42.5	45.9	51.4	57.0	60.0
Hawaii	128	18.0	18.7	20.3	22.4	24.0
Idaho	129	9.6	10.1	11.2	12.2	13.7
Illinois	130	145.5	150.9	151.1	157.3	N.A.
Indiana	131	67.9	70.2	77.2	85.8	91.1
Iowa	132	37.2	38.7	42.3	46.5	49.9
Kansas	133	26.4	27.8	30.3	32.9	35.0
Kentucky	134	26.7	28.7	32.8	36.5	40.0
Louisiana	135	32.5	33.4	36.9[b]	39.6[b]	42.5[b]
Maine	136	9.4	10.3	11.4	12.4	13.3
Maryland	137	52.9	54.7	57.8	62.3	65.1
Massachusetts	138	90.7	93.0	96.8	102.5	109.0
Michigan	139	110.9	113.6	123.0	137.3	144.6
Minnesota	140	52.7	54.8	60.3	67.7	72.9
Mississippi	141	12.4	13.2	15.4	17.9	18.6
Missouri	142	58.1	61.1	67.2	75.0	81.1
Montana	143	10.3	10.8	11.6	12.9	14.1
Nebraska	144	23.2	23.2	26.3	28.1	29.3
Nevada	145	8.8	9.0	9.7	10.8	11.6
New Hampshire	146	7.9	8.5	10.2	12.2	12.7
New Jersey	147	85.3	88.6	93.5	100.8[b]	104.7[b]
New Mexico	148	13.0	14.0	14.8	16.2	16.9
New York	149	231.8	228.8	232.5	240.2	244.0
North Carolina	150	38.1	39.5	50.0	55.5	55.0
North Dakota	151	7.0	7.4	8.8	9.6	9.9
Ohio	152	140.0	144.2	155.1	166.3[b]	176.0[b]
Oklahoma	153	28.5	30.5	33.8	37.3[b]	40.1[b]
Oregon	154	30.7	32.8	36.3	40.4	42.5
Pennsylvania	155	128.1	133.7	139.1	149.7	156.0
Rhode Island	156	12.0	12.4	13.2	14.8	15.6
South Carolina	157	19.0	19.8	21.7	24.8	26.2
South Dakota	158	8.8	9.1	10.1	10.9	11.9
Tennessee	159	35.2	36.8	39.3	44.4	46.9
Texas	160	127.7	132.3	143.6[b]	160.2[b]	174.0[b]
Utah	161	14.6	15.7	17.5	19.0[b]	20.5[b]
Vermont	162	5.2	5.8	6.3	6.8	6.7
Virginia	163	44.6[a]	50.3[a]	52.8	56.3	59.6
Washington	164	44.4	45.8	49.1	54.3	60.4
West Virginia	165	11.8	12.4	13.6	15.5	16.8
Wisconsin	246	63.0	64.8	71.0	78.9	N.A.
Wyoming	166	5.8	6.0	N.A.	6.9	7.7

TABLE 20 (Continued)

AVERAGE ANNUAL EMPLOYMENT IN EATING AND DRINKING PLACES, 1970-1982
(In Thousands)

State	Source	1975	1976	1977	1978	1979
Alabama[b]	117	35.6	40.1	44.7	48.9	52.7
Alaska	118	6.3	6.5	7.1	7.4	8.2
Arizona	119	41.5	44.5	48.9	54.9	60.2
Arkansas	120	22.4	25.5	28.8	30.9	31.9
California	121	389.6	420.2	454.1	503.0	538.7
Colorado[b]	122	58.0	64.2	69.6	76.3	79.7
Connecticut	123	48.9	52.5	56.2	61.1	64.7
Delaware	124	10.0	11.1	11.4	11.4	12.4
District of Columbia	125	18.6	19.9	20.5	21.2	22.5
Florida[b]	126	151.6	163.3	178.4	197.6	214.8
Georgia	127	63.5	71.6	78.4	87.7	95.1
Hawaii	128	25.0	26.7	28.8	31.8	33.5
Idaho	129	14.2	16.1	17.9	19.9	19.8
Illinois	130	N.A.	N.A.	N.A.	214.8	220.4
Indiana	131	91.6	98.3	105.7	113.1	118.6
Iowa	132	51.9	58.2	62.8	65.5	66.2
Kansas	133	37.1	41.2	45.1	48.0	49.9
Kentucky	134	40.8	45.4	N.A.	54.5	57.7
Louisiana[b]	135	49.6	54.7	61.1	68.1	71.1
Maine	136	14.4	15.9	17.2	18.4	19.3
Maryland	137	70.4	72.7	75.7	83.8	89.2
Massachusetts	138	109.8	115.8	122.7	130.0	138.1
Michigan	139	148.3	159.8	173.6	184.9	189.9
Minnesota	140	76.5	81.5	90.6	98.3	103.7
Mississippi	141	19.6	21.9	24.6	28.5	29.4
Missouri	142	83.9	89.0	95.6	101.9	105.3
Montana	143	15.0	16.8	18.3	19.9	20.0
Nebraska	144	29.7	32.7	35.1	36.6	38.5
Nevada	145	12.2	14.3	16.2	18.9	20.7
New Hampshire	146	13.5	15.2	16.7	18.8	19.6
New Jersey[b]	147	108.4	116.1	120.5	125.4	128.2
New Mexico	148	18.5	21.0	23.3	25.5	26.2
New York	149	248.4	261.1	270.7	283.0	294.6
North Carolina	150	58.3	68.9	76.8	85.2	94.1
North Dakota[b]	151	11.1	12.5	13.7	14.1	14.6
Ohio[b]	152	181.7	190.0	203.0	219.8	229.0
Oklahoma[b]	153	42.5	47.1	51.2	57.4	58.8
Oregon	154	45.9	50.2	55.8	63.4	67.3
Pennsylvania	155	163.0	175.9	188.1	203.7	211.9
Rhode Island	156	15.7	17.1	19.1	18.7	19.4
South Carolina	157	28.1	33.0	36.8	41.3	44.5
South Dakota	158	12.5	14.3	15.1	15.6	16.1
Tennessee	159	45.9	54.3	64.7	71.9	74.9
Texas[b]	160	194.1	216.7	229.3	252.9	272.0
Utah[b]	161	21.8	23.9	25.9	28.5	28.1
Vermont	162	6.9	8.0	8.6	9.6	10.1
Virginia	163	62.3	70.8	78.3	85.5	91.6
Washington	164	65.1	72.8	81.6	91.2	97.2
West Virginia	165	17.2	18.1	20.3	22.5	23.0
Wisconsin	246	N.A.	96.3	106.8	111.9	118.7
Wyoming	166	8.7	9.7	10.8	12.1	12.6

TABLE 20 (Continued)

AVERAGE ANNUAL EMPLOYMENT IN EATING AND DRINKING PLACES, 1970-1982
(In Thousands)

State	Source	1980	1981	1982
Alabama	117	53.0	53.3	53.6
Alaska	118	8.0	9.2	10.8
Arizona	119	62.6	66.3	67.9
Arkansas	120	31.4	31.5	31.6
California	121	552.4	574.9	586.1
Colorado	122	83.3	87.1	90.5
Connecticut	123	66.8	67.2	69.2
Delaware	124	12.6	12.9	13.1
District of Columbia	125	22.7	23.5	22.9
Florida	126	230.5	242.8	252.1
Georgia	127	98.2	102.4	108.0
Hawaii	128	34.5	34.9	34.5
Idaho	129	19.0	19.4	19.0
Illinois	130	218.0	217.2	212.9
Indiana	131	113.1	117.8	117.2
Iowa	132	65.0	65.5	63.7
Kansas	260	51.2	50.3	51.5
Kentucky	134	58.0	57.7	59.0
Louisiana	135	71.6	74.9	77.6
Maine	136	19.8	20.2	20.6
Maryland	137	90.5	94.1	94.3
Massachusetts	138	141.7	144.2	147.2
Michigan	139	187.8	184.2	180.8
Minnesota	140	106.2	106.6	105.7
Mississippi	141	30.3	30.2	31.0
Missouri	142	105.1	109.0	111.7
Montana	143	19.7	20.5	21.0
Nebraska	144	38.4	38.7	38.8
Nevada	145	21.4	22.9	21.6
New Hampshire	146	20.1	20.9	21.3
New Jersey	147	128.9	131.2	133.7
New Mexico	148	26.5	27.8	29.6
New York	149	296.6	298.4	300.4
North Carolina	150	95.0	100.6	106.0
North Dakota	151	15.1	15.1	15.2
Ohio	152	234.3	234.2	234.7
Oklahoma	153	60.7	62.0	68.5
Oregon	154	67.3	67.6	64.2
Pennsylvania	155	N.A.	219.3	218.3
Rhode Island	156	20.1	20.4	20.7
South Carolina	157	46.5	49.5	51.5
South Dakota	158	15.7	15.9	15.6
Tennessee	159	74.2	70.4	82.4
Texas	260	283.1	N.A.	N.A.
Utah	161	27.3	28.0	29.4
Vermont	162	10.1	10.8	11.1
Virginia	163	94.4	97.9	100.0
Washington	164	101.7	104.8	104.8
West Virginia	165	23.5	25.0	25.0
Wisconsin	246	119.9	121.9	122.4
Wyoming	166	13.0	13.7	13.7

---

[a] Nine-month average.

[b] Based on 1972 SIC manual, previous data on 1967 SIC manual.

TABLE 21

WAGE AND SALARY DISBURSEMENTS IN EATING AND DRINKING PLACES, 1970-1982

(In Millions of Dollars)

State	Source	1970	1971	1972	1973	1974
Alabama	169	75	81	88	104	120
Alaska	169	19	21	21	26	38
Arizona	169	93	104	111	134	154
Arkansas	169	41	46	52	62	74
California	169	1,267	1,331	1,408	1,578	1,798
Colorado	169	120	138	151	177	202
Connecticut	169	143	150	159	181	197
Delaware	169	26	29	31	36	37
District of Columbia	169	91	88	91	98	106
Florida	169	396	442	472	559	653
Georgia	169	155	173	189	225	255
Hawaii	169	77	79	86	101	117
Idaho	169	27	30	33	39	45
Illinois	169	537	568	573	651	720
Indiana	169	220	233	248	290	327
Iowa	169	95	102	107	126	149
Kansas	169	72	79	83	96	112
Kentucky	169	98	106	108	126	146
Louisiana	169	110	115	122	145	169
Maine	169	31	34	38	44	53
Maryland	169	207	224	241	272	309
Massachusetts	169	330	348	362	407	458
Michigan	169	401	425	460	529	582
Minnesota	169	169	180	183	211	246
Mississippi	169	35	41	48	58	65
Missouri	169	192	205	217	250	287
Montana	169	32	35	38	44	52
Nebraska	169	64	68	72	82	94
Nevada	169	38	40	44	53	60
New Hampshire	169	26	29	31	39	45
New Jersey	169	368	393	413	466	511
New Mexico	169	40	43	46	54	61
New York	169	1,163	1,182	1,197	1,281	1,347
North Carolina	169	140	150	166	198	220
North Dakota	169	19	21	23	27	32
Ohio	169	506	531	551	629	709
Oklahoma	169	84	92	98	114	135
Oregon	169	108	119	129	147	168
Pennsylvania	169	405	443	481	542	599
Rhode Island	169	44	47	48	56	62
South Carolina	169	57	64	67	82	98
South Dakota	169	24	26	25	29	34
Tennessee	169	107	115	132	154	175
Texas	169	435	473	504	593	697
Utah	169	37	42	46	52	60
Vermont	169	18	19	20	23	25
Virginia	169	150	166	178	210	240
Washington	169	179	189	199	230	271
West Virginia	169	35	38	43	51	58
Wisconsin	169	178	187	205	240	277
Wyoming	169	16	17	19	22	26

TABLE 21 (Continued)

WAGE AND SALARY DISBURSEMENTS IN EATING AND DRINKING PLACES, 1970-1982
(In Millions of Dollars)

State	Source	1975[a]	1976[a]	1977[a]	1978[a]	1979[a]
Alabama	169	144	171	203	238	275
Alaska	169	63	65	70	79	89
Arizona	169	169	193	223	266	318
Arkansas	169	84	102	122	141	156
California	169	2,016	2,267	2,585	2,987	3,411
Colorado	169	238	275	310	365	421
Connecticut	169	223	255	286	328	366
Delaware	169	42	47	50	(D)	(D)
District of Columbia	169	118	132	143	(D)	(D)
Florida	169	711	813	922	1,069	1,276
Georgia	169	287	327	375	454	529
Hawaii	169	131	148	166	194	215
Idaho	169	51	61	73	87	92
Illinois	169	802	921	1,019	(D)	1,304
Indiana	169	357	407	462	(D)	612
Iowa	169	174	200	229	256	277
Kansas	169	130	156	178	209	234
Kentucky	169	166	197	229	270	309
Louisiana	169	212	255	304	360	409
Maine	169	62	73	81	94	101
Maryland	169	361	391	410	476	511
Massachusetts	169	482	533	601	677	753
Michigan	169	626	719	810	922	1,016
Minnesota	169	275	314	365	428	487
Mississippi	169	75	90	107	130	146
Missouri	169	323	364	412	469	521
Montana	169	59	69	76	89	97
Nebraska	169	105	120	137	152	170
Nevada	169	70	85	97	119	141
New Hampshire	169	52	61	71	86	95
New Jersey	169	567	626	673	741	799
New Mexico	169	73	87	103	122	136
New York	169	1,425	1,557	1,641	1,890	2,035
North Carolina	169	261	304	349	426	497
North Dakota	169	37	47	52	58	65
Ohio	169	764	855	952	1,112	1,234
Oklahoma	169	158	192	222	266	306
Oregon	169	196	233	267	321	365
Pennsylvania	169	657	744	823	950	1,052
Rhode Island	169	66	76	82	90	101
South Carolina	169	114	141	164	199	232
South Dakota	169	40	49	54	60	65
Tennessee	169	200	230	287	339	387
Texas	169	831	994	1,176	1,393	1,633
Utah	169	71	83	97	116	126
Vermont	169	30	34	38	45	51
Virginia	169	269	320	363	427	493
Washington	169	316	371	435	506	583
West Virginia	169	68	78	91	110	122
Wisconsin	169	317	359	408	463	528
Wyoming	169	33	39	47	55	63

TABLE 21 (Continued)

WAGE AND SALARY DISBURSEMENTS IN EATING AND DRINKING PLACES, 1970-1982
(In Millions of Dollars)

State	Source	1980	1981	1982
Alabama	169	300	322	345
Alaska	169	97	123	140
Arizona	169	358	406	438
Arkansas	169	170	185	196
California	169	3,777	4,202	4,521
Colorado	169	475	541	622
Connecticut	169	406	438	478
Delaware	169	70	77	83
District of Columbia	169	180	201	215
Florida	169	1,486	1,674	1,838
Georgia	169	596	674	740
Hawaii	169	238	254	269
Idaho	169	98	106	108
Illinois	169	1,398	1,521	1,519
Indiana	169	654	705	727
Iowa	169	300	324	329
Kansas	169	260	293	320
Kentucky	169	334	365	404
Louisiana	169	457	525	575
Maine	169	111	121	127
Maryland	169	568	638	646
Massachusetts	169	823	892	963
Michigan	169	1,074	1,120	1,146
Minnesota	169	538	587	610
Mississippi	169	163	178	191
Missouri	169	571	630	672
Montana	169	103	116	126
Nebraska	169	187	204	217
Nevada	169	159	180	177
New Hampshire	169	102	114	127
New Jersey	169	860	924	980
New Mexico	169	151	171	190
New York	169	2,168	2,293	2,448
North Carolina	169	547	612	666
North Dakota	169	72	80	84
Ohio	169	1,334	1,489	1,508
Oklahoma	169	371	418	477
Oregon	169	397	430	424
Pennsylvania	169	1,159	1,268	1,344
Rhode Island	169	113	121	128
South Carolina	169	260	299	326
South Dakota	169	70	77	80
Tennessee	169	427	482	562
Texas	169	1,912	2,236	2,503
Utah	169	136	153	166
Vermont	169	55	62	69
Virginia	169	552	619	668
Washington	169	642	710	736
West Virginia	169	134	156	164
Wisconsin	169	578	633	644
Wyoming	169	73	85	90

[a] Based on 1972 SIC.

(D)–Not shown to avoid disclosure of confidential information.

TABLE 22

TRAVEL AGENCIES, TOUR OPERATORS AND RELATED SERVICES, 1967, 1972, and 1977

	1977		1972		1967	
State	Number	Receipts (000)	Number	Receipts (000)	Number	Receipts (000)
Alabama	75	$ 6,304	52	$ 2,472	39	$ 1,353
Alaska	67	7,922	34	1,602	13	447
Arizona	189	15,796	95	5,126	59	1,681
Arkansas	69	3,432	45	1,352	26	546
California	3,198	279,743	1,561	102,027	946	47,450
Colorado	272	19,528	129	6,331	64	3,082
Connecticut	473	39,059	266	15,739	151	5,557
Delaware	29	2,566	16	1,119	6	398
District of Columbia	141	15,817	86	10,251	53	4,334
Florida	1,046	77,119	568	34,471	287	10,865
Georgia	189	13,603	102	4,681	65	1,671
Hawaii	411	75,702	203	20,902	113	8,070
Idaho	52	3,780	31	1,099	11	306
Illinois	1,169	123,733	705	54,013	354	21,449
Indiana	700	19,865	118	6,065	59	2,558
Iowa	143	9,232	73	2,815	38	1,096
Kansas	106	12,668	51	4,220	33	1,644
Kentucky	164	6,380	58	1,855	33	777
Louisiana	240	15,287	79	5,018	42	1,603
Maine	58	2,917	29	996	17	991
Maryland	290	26,309	137	8,375	62	4,692
Massachusetts	658	71,999	407	33,164	219	13,560
Michigan	489	52,065	299	23,393	146	11,184
Minnesota	265	28,033	128	11,456	58	2,830
Mississippi	61	2,930	31	1,049	24	693
Missouri	359	39,936	164	16,332	83	5,608
Montana	73	3,141	32	943	13	505
Nebraska	66	4,968	30	1,623	20	1,078
Nevada	102	13,875	40	3,264	12	556
New Hampshire	60	3,757	30	1,194	22	605
New Jersey	992	68,371	466	25,876	264	12,617
New Mexico	83	4,016	35	1,190	17	535
New York	3,078	317,378	2,109	177,774	1,278	106,325
North Carolina	162	10,456	85	5,184	51	2,517
North Dakota	36	1,860	12	670	3	178
Ohio	420	45,396	269	18,761	149	6,789
Oklahoma	115	8,260	58	2,715	32	1,060
Oregon	197	18,377	100	4,966	51	2,502
Pennsylvania	810	71,799	457	30,777	251	12,759
Rhode Island	97	5,957	48	2,326	30	1,300
South Carolina	75	4,761	36	1,316	31	710
South Dakota	22	1,600	12	544	8	252
Tennessee	266	11,031	70	2,852	37	1,297
Texas	732	67,149	347	21,968	205	8,511
Utah	83	10,533	57	3,651	23	1,150
Vermont	30	1,625	18	694	13	553
Virginia	252	14,462	120	5,063	53	1,468
Washington	388	37,445	222	12,340	111	7,302
West Virginia	41	1,816	23	963	15	437
Wisconsin	309	25,360	117	7,281	75	3,626
Wyoming	40	2,178	9	316	6	160

Note: Reports from the 1982 Census should be available in Fall 1984.

SOURCE: See Source 255.

TABLE 23

ESTIMATED ANNUAL REVENUE RECEIVED FROM TRAVEL TAXES, 1976-1982
(In Thousands of Dollars)

State	Source	1976	1977	1978	1979
Alabama	242,54	$100,000	$ N.A.	$ N.A.	$ 85,000
Alaska	242,55	15,000[a]	26,000[a]	40,000[a]	49,500[b]
Arizona	242,56	142,000[a]	146,971	171,303	200,000
Arkansas	242,58	57,424	86,800	96,960	54,000
California	61	N.A.	N.A.	N.A.	605,116[b]
Colorado	242	55,056	61,240[c]	71,085[a]	N.A.
Connecticut	242	35,000	23,330	25,663	N.A.
Delaware	242,213	26,200	14,000[a]	N.A.	12,297
District of Columbia	242	30,000[a]	40,000	35,000	N.A.
Florida	242	460,000[a]	935,495[a]	600,000[a]	735,673
Georgia	242,66	108,000	118,500	127,900	134,900
Hawaii	242,67	200,000[a]	255,000[a]	300,000[a]	338,000
Illinois	69	417,000[b]	N.A.	N.A.	N.A.
Indiana	70	69,900[b]	N.A.	94,411	N.A.
Iowa	242	87,900	156,500	N.A.	N.A.
Kansas	242,72	70,000	N.A.	N.A.	30,866
Kentucky	242	132,000	343,000	372,000	N.A.
Louisiana	242,74	200,000	117,500	141,750[a,b]	146,294
Maine	76,242	44,000	49,600	55,000	N.A.
Maryland	242,77	109,700	N.A.	69,000	N.A.
Massachusetts	242	130,000	130,000	135,000	N.A.
Michigan	242,80	131,400	140,000	157,500	154,100
Minnesota	242	90,000	90,000	115,000	N.A.
Mississippi	242	70,000	110,000	N.A.	N.A.
Missouri	242,84	174,000[c]	347,000	200,000	100,000
Montana	242	4,938[a]	5,175	N.A.	N.A.
Nebraska	242,86	32,000[a]	34,200[a]	70,000	75,000
Nevada	242	N.A.	200,000	N.A.	N.A.
New Hampshire	242	105,000	111,000	N.A.	124,000
New Jersey	90	N.A.	N.A.	N.A.	200,000
New Mexico	242	48,900	N.A.	N.A.	N.A.
New York	88,242	681,500	724,300	450,000	898,000
North Carolina	242	560,000	749,000	587,000	N.A.
North Dakota	93	N.A.	N.A.	N.A.	12,000
Oklahoma	242	52,000	N.A.	70,000	N.A.
Oregon	242,98	6,559[a]	38,000	8,700[a,d]	N.A.
Pennsylvania	99	773,000	N.A.	N.A.	300,913[b]
Rhode Island	242	29,300	N.A.	N.A.	N.A.
South Carolina	242	80,000[a]	90,919	129,300	N.A.
South Dakota	242,102	10,000[a]	10,000[a]	18,300[a]	18,000
Tennessee	242	102,000	199,000	507,000	N.A.
Texas	104,242	164,002	N.A.	186,335[a]	N.A.
Utah	242	50,000	52,000[a]	60,000	N.A.
Vermont	242,106	46,000	46,000[a]	23,000[a]	37,000[c]
Virginia	242,107	189,000	223,000	140,000[b]	152,000[b]
Washington	242	285,400	N.A.	120,500	N.A.
West Virginia	242	24,600	42,000[c]	46,200	N.A.
Wisconsin	242,111	112,000	144,585	N.A.	153,451
Wyoming	242	37,000	39,000	50,400[a]	N.A.

TABLE 23 (Continued)

ESTIMATED ANNUAL REVENUE RECEIVED FROM TRAVEL TAXES, 1976-1982
(In Thousands of Dollars)

State	Source	1980	1981	1982
Alabama	54,256	$ 107,800	$ 112,000	$ 111,055
Alaska	55,256	54,300	138,000	N.A.
Arizona	56,256	238,100	252,000	204,200
Arkansas	58,256	103,400	118,000	72,191
California	256	2,500,300	2,721,000	N.A.
Colorado	256	375,300	439,000	N.A.
Connecticut	63,256	220,800	297,000	9,943[e]
Delaware	213,256	49,800	52,000	13,800
District of Columbia	256	146,800	173,000	N.A.
Florida	65,256	1,018,500	1,290,000	989,000
Georgia	256	383,900	429,000	N.A.
Hawaii	67,256	211,600	241,000	448,000
Idaho	256	68,600	78,000	N.A.
Illinois	256	623,100	674,000	N.A.
Indiana	70,256	238,000	267,000	N.A.
Iowa	71,256	127,600	141,000	47,000
Kansas	72,256	118,400	110,095	N.A.
Kentucky	73,256	157,700	183,000	154,797
Louisiana	74,256	269,800	306,000	23,800
Maine	76,256	95,200	106,000	150,830
Maryland	256	309,900	355,000	N.A.
Massachusetts	78,256	464,600	521,000	451,000
Michigan	80,256	419,000	601,000	N.A.
Minnesota	256	418,600	489,000	N.A.
Mississippi	256	88,200	100,000	N.A.
Missouri	256	397,300	441,000	N.A.
Montana	256	36,800	45,000	N.A.
Nebraska	86,256	94,300	110,000	44,000
Nevada	256	223,200	646,000	N.A.
New Hampshire	256	58,600	67,000	N.A.
New Jersey	256	479,100	737,000	N.A.
New Mexico	256	96,400	109,000	N.A.
New York	88,256	1,684,400	1,848,000	1,421,757
North Carolina	92,256	279,300	323,000	87,569
North Dakota	256	48,700	56,000	N.A.
Ohio	256	521,300	581,000	N.A.
Oklahoma	96,256	181,900	231,000	118,247
Oregon	256	151,500	177,000	N.A.
Pennsylvania	99,256	719,800	776,000	306,406
Rhode Island	256	41,100	45,000	N.A.
South Carolina	101,256	180,200	214,000	113,500
South Dakota	256	35,800	44,000	N.A.
Tennessee	256	211,800	241,000	268,000
Texas	104,256	940,400	1,152,000	316,776
Utah	105,256	106,700	124,000	42,688
Vermont	106,256	85,800	85,000	44,500
Virginia	256	262,100	307,000	N.A.
Washington	256	231,000	259,000	N.A.
West Virginia	109,256	69,600	74,800	N.A.
Wisconsin	256	306,400	347,000	N.A.
Wyoming	256	51,600	63,000	N.A.

[a] Out-of-state visitors only.

[b] State and local taxes only.

[c] State tax only.

[d] Gas tax.

[e] Lodging tax.

VI

TRAVEL AS AN EMPLOYER IN THE STATE ECONOMY

> The travel industry's contribution to employment in America is vital to the nation's economy. Travel directly generates employment in every state in the nation. It is a major economic mainstay in many regions of the country. Over the past two decades, travel has created jobs at twice the rate of the overall economy.
>
> William D. Toohey, President
> Travel Industry Association of America

Travel is an established part of the American life style. The 1977 National Travel Survey showed that on an average day there were 6.2 million Americans traveling away from home. This travel requires a great deal of economic activity to transport, feed, house and entertain these travelers. Even though the tourism business is important economically, it has been difficult to demonstrate because tourism is a fragmented industry. It is made up of many elements such as airlines, railroads, automobiles, rent-a-car agencies, ships, lodging facilities, attractions, food service, etc. To determine travel's impact it is necessary to examine a number of sectors in the economy.

Fortunately, this difficult task has been undertaken by the U.S. Travel Data Center. The purpose of this chapter is to show how the travel industry fares as an employer in each state's economy. The U.S. Travel Data Center has developed estimates of the number of jobs in private industry generated by travel spending in each of the states.[1] Estimates have been produced for 1974, 1975, 1976, 1977, 1978, 1979, 1980 and 1981 based upon the Travel Economic Impact Model (TEIM) developed in 1975 for the U.S. Department of the Interior.[2] The model was revised substantially with the availability of the U.S. Census Bureau's 1977 *Censuses of Transportation, Service Industries*, and *Retail Trade*. The 1977 and subsequent year estimates are from a revised model and are not comparable to earlier data.

The U.S. Travel Data Center's Travel Economic Impact Model is designed to produce annual estimates of the impact of travel activity of U.S. residents on national, state, and county or city level economies in the U.S. It is built on estimates of 16 travel expenditure categories, their impact on 16 types of travel-related businesses at the retail level, and the business receipts, employment, personal income and tax receipts that result. Travel is defined as an activity associated with all overnight trips away from home and day-trips to places 100 miles or more away from the traveler's origin. The Model is built to make use of existing data series available from respected information sources such as the U.S. Bureau of Census, and requires relatively little primary data collection. The primary data that are needed to supplement existing sources are provided through the U.S. Travel Data Center's annual National Travel Survey, and the U.S. Census Bureau's quinquennial National Travel Survey.

---

[1] *The Impact of Travel on State Economies–1981*, Washington D.C.: U.S. Travel Data Center, 1983, 36pp. plus appendices, $40.

[2] Douglas C. Frechtling et al., *Travel Economic Impact Model, Final Economic Analysis Methodology*, Washington, D.C.: U.S. Travel Data Center, 1975, 108pp.

Through the TEIM's National Travel Expenditure Component, the activity levels for trips to places within the U.S. are combined with the appropriate average costs of each unit of travel activities, to produce estimates of the total amount spent on 16 categories of travel-related goods and services by state.

Once the State-level travel expenditure estimates are produced, they are used to estimate the State-level impact on employment and payroll (wage and salary income). This is done through the second component of the Model, the Economic Impact Component. In this component, expenditures for each of the 16 activities are matched against the sales or business receipts of each type of business.

The ratio of employment to business receipts for each business type in each State is computed and multiplied by the travel expenditures for that industry in that State to derive estimates of travel-generated wage and salary income. Similarly, the ratio of employment to payroll for each business type in each State is calculated and multiplied by travel-generated payroll to obtain estimates of travel-generated employment in each State on a jobs basis. The estimates of travel-generated payroll and employment are summed for all States and the District of Columbia to produce the national total.

Table 24 shows the number of jobs generated by U.S. traveler spending in each of the 50 states and the District of Columbia in 1978 and 1981 according to the TEIM. The total of over 4.4 million jobs in 1981 directly generated by travel is an impressive contribution to the American economy.

California with 11.8 percent of the U.S. total (514,800 travel-generated jobs) leads the states, followed by Florida with 331,700, Texas with 272,800, New York with 261,000 and Pennsylvania with 180,500. Other states with over 100,000 jobs were New Jersey (159,700), Ohio (133,300), Illinois (126,900), Michigan (124,200), Nevada (123,100), Minnesota (110,300), Wisconsin (107,800), and North Carolina (101,300).

The travel industry's share of nonagricultural payroll employment is a more precise measure of a state's dependence on travel than is the employment rank. By this standard, the Mountain West states of Colorado (7.6 percent), Idaho (8.8 percent), Montana (7.5 percent), Nevada (29.9 percent), New Mexico (7.7 percent), Utah (6.9 percent), and Wyoming (8.9 percent) and the New England states of Maine (9.1 percent), New Hampshire (7.8 percent), and Vermont (17.4 percent) are far more dependent upon travel for private employment than the other regions. Other states reporting high percentages are Alaska (7.1 percent), Florida (8.9 percent), Hawaii (14.1 percent), and North Dakota (7.2 percent). These percentages compare to the industrial states of Illinois (2.7 percent), Indiana (3.1 percent), Michigan (3.7 percent), New York (3.6 percent) and Ohio (3.1 percent).

The travel industry is a relatively more important employer in states with smaller populations than those with larger. Moreover, travel is a more important source of jobs in the more rural states than in the more urban ones. (See Table 24)

TABLE 24

TRAVEL-GENERATED EMPLOYMENT AS A PERCENT OF TOTAL NONAGRICULTURAL EMPLOYMENT, 1978 and 1981

	1978		1981	
	Travel-generated Employment (000)	Percent of Total Nonagricultural Employment	Travel-generated Employment (000)	Percent of Total Nonagricultural Employment
Alabama	36.7	2.7%	34.3	2.5%
Alaska	11.3	6.9	13.1	7.1
Arizona	64.7	7.2	66.0	6.3
Arkansas	46.6	6.4	44.4	6.0
California	425.6	4.6	514.8	5.2
Colorado	90.0	7.9	98.6	7.6
Connecticut	39.1	2.9	37.6	2.6
Delaware	15.4	6.2	17.0	6.6
District of Columbia	32.6	5.4	25.3	4.1
Florida	324.5	10.2	331.7	8.9
Georgia	95.2	4.6	97.5	4.4
Hawaii	53.1	14.1	57.0	14.1
Idaho	28.7	8.7	28.9	8.8
Illinois	121.1	2.6	126.9	2.7
Indiana	69.8	3.2	66.3	3.1
Iowa	53.4	4.8	50.5	4.6
Kansas	41.2	4.5	41.3	4.4
Kentucky	49.1	4.1	45.1	3.8
Louisiana	73.4	5.0	70.8	4.3
Maine	34.6	8.5	38.1	9.1
Maryland	62.9	3.9	71.5	4.2
Massachusetts	90.6	3.6	93.6	3.5
Michigan	139.9	3.9	124.2	3.7
Minnesota	111.2	6.6	110.3	6.3
Mississippi	29.2	3.6	29.3	3.6
Missouri	99.5	5.1	102.8	5.3
Montana	21.6	7.7	21.1	7.5
Nebraska	37.0	6.1	33.4	5.4
Nevada	96.2	27.5	123.1	29.9
New Hampshire	28.9	8.0	30.8	7.8
New Jersey	106.7	3.6	159.7	5.2
New Mexico	36.0	8.1	36.6	7.7
New York	223.9	3.2	261.9	3.6
North Carolina	95.9	4.2	101.3	4.2
North Dakota	18.5	7.9	17.9	7.2
Ohio	133.5	3.0	133.3	3.1
Oklahoma	56.6	5.5	63.0	5.2
Oregon	60.6	6.0	55.3	5.4
Pennsylvania	176.8	3.7	180.5	3.8
Rhode Island	11.2	2.8	10.6	2.6
South Carolina	64.7	5.7	68.3	5.7
South Dakota	15.1	6.4	14.6	6.2
Tennessee	69.9	4.0	73.2	4.2
Texas	229.5	4.4	272.8	4.4
Utah	37.8	7.2	38.6	6.9
Vermont	47.5	24.9	35.6	17.4
Virginia	82.2	4.0	83.3	3.9
Washington	63.5	4.2	59.3	3.7
West Virginia	30.6	4.9	31.0	4.9
Wisconsin	114.5	6.1	107.8	5.6
Wyoming	20.8	11.1	19.9	8.9

Source: See Source 256.

VII

TRANSPORTATION OF OUT-OF-STATE VISITORS

The major modes of transportation used by visitors in the various states are given in Table 25. The modes considered are auto, air, rail, bus and ship. One of the salient facts about the travel market is the dominance of the automobile over the other means of transportation. According to the Census Bureau's 1977 National Travel Survey, an automobile or truck was used for 76 percent of trips, commercial airplane for 17 percent, and the bus or train for 5 percent. This dominance, however, is by no means absolute. The importance of other means of transportation varies from one part of the country to another, and the situation changes over time. The U.S. Travel Data Center's 1982 National Travel Survey showed the automobile/truck/recreational vehicle accounted for 82 percent of person-trips.

Table 25 shows that the automobile is unquestionably the predominant form of transportation used by visitors in traveling to the various states. In fact, only Alaska, California, Colorado, District of Columbia, Florida, Hawaii, Illinois, Louisiana, Missouri, Montana, Nevada, Tennessee, and Texas reported the automobile used by less than 80 percent of their tourists. The total average automobile transportation usage by visitors for the 50 states and District of Columbia was 81 percent.

Alaska and Hawaii are the only two states that did not report the automobile as their major visitor mode of transportation. In these states air transportation is the major transportation for visitors, accounting for 70 percent in Alaska and 99.9 percent in Hawaii. Other states showing air transportation as a major method are California (22.0 percent), Colorado (16.9 percent), District of Columbia (28.6 percent), Florida (33.6 percent), Nevada (20.9 percent), Tennessee (25.0 percent), and Texas (19.5 percent).

The trend is for increasing numbers to travel by air. In almost all states the number of visitors traveling by air is increasing. In the future it is expected that air travel will become more popular. The energy problems which are shifting travelers to common carriers will help continue past trends. The airlines have successfully captured the bulk of the market for common carrier travel over the years. It is expected that there will be a diversion of automobile traffic to the common carriers and the airlines will be the major beneficiary. The volume of travel by auto is so large that a diversion of even a small portion of traffic would result in a large increase in air, rail, or bus travel.

The network of interstate highways for the automobile is equally a network for the bus; however, few states report that the bus is a major transportation mode. The states with the highest percent of visitors using bus transportation were Maryland (10.0 percent), Nevada (9.1 percent), Vermont (8.0 percent), Tennessee (7.0 percent), District of Columbia (6.9 percent) and New York (6.0 percent). In part, people travel by bus because a great deal of the country is inadequately served by other common carriers (particularly small towns) and bus travel is inexpensive when compared to the other transportation modes.

Water transportation is an important mode of visitors to Alaska and also plays a role in bringing visitors to Hawaii, and Rhode Island. For obvious reasons, it is unimportant in most of the states.

In spite of Amtrak's efforts, railroads still carry a very small percentage of visitor traffic. The District of Columbia, New York, and Vermont all reported 4.0 percent of their visitors using rail transportation.

Table 26 shows what has happened to intercity passenger travel in the United States from 1965. Air travel has increased from 51.9 billion passenger miles in 1965 to 213.0 billion in 1982, an increase of 310.5 percent or over 161 billion passenger miles. Railroad travel recorded a drop from 6.2 billion passenger miles in 1970 to 6.0 billion in 1982. Bus travel, while remaining fairly stable over the period, increased from 23.8 billion passenger miles in 1965 to 27.8 billion in 1982. Private automobiles have increased 6.7 percent over the 18 year period, from 817.7 billion passenger miles in 1965 to 1,369.5 billion in 1982. Total passenger miles have risen almost 78 percent from 906.6 billion in 1965 to 1,616.3 billion in 1982. Common carriers accounted for 15.3 percent of the total passenger miles in 1982, up from their 9.8 percent share in 1965, but below their 15.8 percent share in 1978 and 1979. Air travel's share was 13.2 percent in 1982 compared to 5.7 percent in 1965 and 13.7 percent in 1979. The private automobile's share was 90.2 percent in 1965, 88.3 percent in 1970, 87.5 percent in 1975, 84.2 percent in both 1978 and 1978, 84.5 percent in 1980, and 84.7 percent in 1982.

A comparison of transportation modes by energy efficiency shows the bus is the leader. Table 27 shows that the bus gets 144 passenger miles per gallon of motor fuel compared with 25 for the airlines, 45 for Amtrak, and 45 for the automobile.

Since the automobile is the dominant mode of transportation in the United States it is interesting to look at what is happening to the service stations serving this mode. Tables 28 and 29 shows there is a trend toward fewer service stations doing a larger volume of business.

TABLE 25

PERCENTAGE OF VISITORS USING VARIOUS MODES OF TRANSPORTATION

State	Source	Date	Auto[a]	Air	Rail	Bus	Ship	Other
Alabama	54	1982	95.0%	2.4%	- %	2.6%	- %	- %
Alaska	55	1982	10.0[f]	70.0	-	f	20.0	-
Arizona	56	1979	88.0	12.0	-	-	-	-
Arkansas	58	1977	92.2	2.1	0.1	1.6	-	4.0
California	61	1982	75.0	22.0	0.7	2.0	-	1.0
Colorado[d]	258	1977	73.5	16.9	0.4	4.0	-	5.2[e]
Connecticut[d]	258	1977	88.6	5.5	0.5	1.7	-	3.7[e]
Delaware	213	1977	92.0	1.6	3.4	0.4	-	2.6
District of Columbia[d]	258	1977	56.4	28.6	4.0	6.9	-	4.1[e]
Florida	65	1982	62.6	33.6	3.8			
Georgia[d]	258	1977	84.7	8.1	0.1	1.7	-	5.4
Hawaii	67	1982	-	99.9	-	-	0.1	-
Idaho[d]	258	1977	88.1	6.2	0.1	1.7	-	3.9[e]
Illinois[d]	258	1977	77.4	14.4	1.1	2.7	-	4.4[e]
Indiana	70	1982	87.0	10.0	-	2.0	-	1.0
Iowa	71	1982	99.6	-	-	0.4	-	-
Kansas	72	1982	83.5	15.5	-	1.0	-	-
Kentucky[d]	258	1977	89.3	3.7	0.1	1.3	-	5.6[e]
Louisiana[d]	258	1977	78.5	12.7	-	4.0	-	4.8[e]
Maine[d]	258	1977	87.6	7.2	0.3	2.6	-	2.3[e]
Maryland	77	1981	91.3	2.4	0.8	2.2	-	3.3
Massachusetts[d]	258	1977	84.4	10.1	0.8	1.9	-	2.8[e]
Michigan	80	1977	89.6	5.7	0.5	1.1	-	3.1
Minnesota[d]	258	1977	82.0	11.2	0.5	3.5	-	2.8[e]
Mississippi[d]	258	1977	87.0	5.2	0.5	2.0	-	5.3[e]
Missouri	84	1982	78.5	1.4	0.4	1.6	-	18.1
Montana	85	1982	54.0	7.2	0.4	5.3	-	42.1[g]
Nebraska	86	1980	91.4	3.9	-	1.3	-	3.4
Nevada[d]	258	1977	65.7	20.9	0.2	9.1	-	4.1[e]
New Hampshire[d]	258	1977	92.3	3.9	0.2	1.5	-	2.1[e]
New Jersey	90	1979	87.0		13.0			
New Mexico[d]	258	1977	86.0	5.9	0.2	2.0	-	5.9[e]
New York	88	1981	81.0	9.0	4.0	6.0	-	-
North Carolina[d]	258	1977	89.5	3.8	0.2	1.8	-	4.7[e]
North Dakota	93	1978	90.6		9.4			
Ohio[d]	258	1977	86.2	7.8	0.2	1.8	-	4.0[e]
Oklahoma	96	1982	88.0	9.0	1.0	1.0	-	1.0
Oregon	98	1982	88.0	9.0	1.0	1.0	-	1.0
Pennsylvania	99	1982	85.0	10.0	1.0	1.0	-	3.0
Rhode Island	100	1978	95.0	1.7	0.6	2.2	0.2	0.3
South Carolina	101	1982	95.0		5.0			
South Dakota[d]	258	1977	89.5	4.9	-	2.2	-	3.4[e]
Tennessee	103	1982	68.0	25.0	-	7.0	-	-
Texas	104	1979	77.6	19.5	0.2	2.6	-	0.1
Utah	105	1981	90.5	9.1	0.1	0.3	-	-
Vermont	106	1979	86.0	2.0	4.0	8.0	-	-
Virginia[d]	258	1977	86.3	5.3	0.3	3.0	-	5.1[e]
Washington[d]	258	1977	82.0	10.2	1.1	1.6	-	5.1[e]
West Virginia[d]	258	1977	88.4	5.6	0.5	1.3	-	4.2[e]
Wisconsin	111	1979	99.0		1.0			
Wyoming[b,c]	112	1980	86.7	6.3	0.5	2.5	-	4.0

[a] Includes campers and trucks.

[b] Out-of-State visitors only.

[c] Summer visitors only.

[d] Trips of 200 miles or more.

[e] Other & multiple means of transportation.

[f] Auto and bus combined.

[g] Includes campers, motorhomes, rental car and motorcycles.

TABLE 26

INTERCITY PASSENGER TRAVEL IN THE UNITED STATES
(Passenger Miles in Millions)

	1965	1970	1971	1972	1973	1974	1975
Common Carriers							
Airlines	51,888	104,146	110,700	118,138	126,317	129,732	131,656
Railroads	13,260	6,179[b]	5,000[b]	4,900[b]	9,298	10,334	9,935
Motor Buses[a]	23,800	25,300	25,500	25,600	26,400	27,600	25,400
Total	88,948	135,625	141,200	148,638	162,016	167,665	166,991
Air Share (%)	58.3	76.8	78.4	79.5	78.0	77.4	78.8
Private Automobile	817,700	1,026,000	1,071,000	1,129,000	1,174,000	1,143,000	1,164,000
Total Common Carrier and Auto	906,648	1,161,625	1,212,200	1,277,638	1,336,016	1,310,665	1,330,991
Common Carrier Share (%)	9.8	11.7	11.6	11.6	12.1	12.8	12.6
Air Share (%)	5.7	9.0	9.1	9.2	9.5	9.9	9.9

	1976	1977	1978	1979	1980	1981	1982
Common Carriers							
Airlines	145,197	156,609	182,677	208,891	204,400	201,434	213,002
Railroads	10,098	10,293	10,222	6,659[b]	6,400[b]	6,600[b]	5,960[b]
Motor Buses[a]	25,100	25,700	25,100	26,600	27,700	27,200	27,800
Total	180,395	192,613	217,999	242,150	238,500	235,234	246,762
Air Share (%)	80.5	81.3	83.8	86.3	85.7	85.6	86.3
Private Automobile	1,074,000	1,118,000	1,162,000	1,287,900	1,300,400	1,344,000	1,369,500
Total Common Carrier and Auto	1,254,395	1,361,613	1,379,999	1,530,050	1,538,900	1,579,234	1,616,262
Common Carrier Share (%)	14.4	14.2	15.8	15.8	15.5	14.9	15.3
Air Share (%)	11.6	11.5	13.2	13.7	13.3	12.8	13.2

[a] Includes charter.
[b] Excludes commutation.

Source: ***Air Transport***. Air Transport Association of America, Washington, D.C. 20036. Annual.

TABLE 27

ENERGY EFFICIENCY
Domestic Intercity Modes
(Passenger Miles per Gallon of Motor Fuel)

	1972	1973	1974	1975	1976	1977	1978	1979
Intercity Buses								
All service[a]	132	133	145	140	137	140	141	144
Regular-route intercity service	111	115	121	115	110	115	113	116
Charter and special service	201	201	208	208	208	203	201	208
Amtrak[b]	38	39	46	39	44	41	38	47
Automobiles	40	39	40	41	41	41	42	N.A.
Airlines (certified)	15	15	17	18	19	20	22	24

	1980	1981	1982
Intercity Buses			
All service[a]	143	141	144
Scheduled service	112	108	115
Tour charter	208	205	205
Amtrak[b]	45	48	45
Automobiles	N.A.	44	45
Airlines	22	24	25

N.A.–not available.

[a] In terms of bus miles per gallon, the estimated averages are: 1972–6.0, 1973–6.0, 1974–6.2, 1975–6.2, 1976–6.1, 1977–6.0, 1978–6.0, 1979–6.0, and 1980–6.9.

[b] Including diesel-fuel equivalent of electric-power used; ignoring all consumption of electric power, passenger miles per gallon averaged 51 in 1977, 47 in 1978 and 62 in 1979.

Source: American Bus Association, Washington, D.C.

TABLE 28

TOTAL GASOLINE SERVICE STATIONS, 1977-1983

	1977[b]	1978[a]	1979[a]	1980[a]	1981[a]	1982[a]	1983[a]
Alabama	3,562	3,477	3,324	3,188	3,051	2,920	2,809
Alaska	211	206	195	187	179	171	165
Arizona	1,656	1,616	1,545	1,482	1,418	1,357	1,305
Arkansas	2,407	2,349	2,246	2,155	2,062	1,973	1,898
California	14,388	14,043	13,426	12,876	12,320	11,790	11,342
Colorado	2,485	2,425	2,318	2,223	2,127	2,036	1,959
Connecticut	2,215	2,162	2,067	1,982	1,897	1,815	1,746
Delaware	435	425	406	389	373	357	343
District of Columbia	250	244	233	223	214	205	197
Florida	7,287	7,112	6,799	6,520	6,240	5,972	5,745
Georgia	5,066	4,944	4,726	4,532	4,337	4,151	3,993
Hawaii	415	405	387	371	355	340	327
Idaho	830	810	774	742	711	680	654
Illinois	7,815	7,627	7,291	6,992	6,691	6,403	6,160
Indiana	4,867	4,750	4,541	4,355	4,148	3,970	3,819
Iowa	3,424	3,342	3,195	3,064	2,933	2,806	2,699
Kansas	2,466	2,407	2,301	2,206	2,112	2,021	1,944
Kentucky	3,452	3,369	3,221	3,089	2,956	2,829	2,721
Louisiana	2,989	2,917	2,789	2,675	2,560	2,450	2,357
Maine	933	911	871	835	799	765	736
Maryland	2,465	2,406	2,300	2,206	2,111	2,020	1,943
Massachusetts	3,882	3,789	3,622	3,473	3,324	3,181	3,060
Michigan	6,572	6,414	6,132	5,881	5,628	5,386	5,181
Minnesota	3,280	3,201	3,060	2,935	2,809	2,688	2,586
Mississippi	1,962	1,915	1,831	1,756	1,680	1,608	1,547
Missouri	5,008	4,888	4,673	4,481	4,290	4,106	3,950
Montana	968	945	903	866	828	792	762
Nebraska	1,732	1,690	1,616	1,550	1,483	1,419	1,365
Nevada	641	626	598	573	549	525	505
New Hampshire	704	687	657	630	603	577	555
New Jersey	5,350	5,222	4,992	4,785	4,581	4,384	4,217
New Mexico	1,389	1,356	1,296	1,243	1,190	1,139	1,096

TABLE 28 (Continued)

TOTAL GASOLINE SERVICE STATIONS, 1977-1983

	1977[b]	1978[a]	1979[a]	1980[a]	1981[a]	1982[a]	1983[a]
New York	9,245	9,023	8,626	8,272	7,917	7,577	7,289
North Carolina	5,775	5,638	5,390	5,169	4,946	4,733	4,553
North Dakota	687	671	641	615	589	564	543
Ohio	8,820	8,608	8,229	7,892	7,552	7,227	6,952
Oklahoma	3,063	2,989	2,857	2,740	2,622	2,509	2,414
Oregon	2,185	2,133	2,039	1,955	1,872	1,792	1,724
Pennsylvania	8,994	8,778	8,392	8,048	7,702	7,371	7,091
Rhode Island	697	680	650	623	596	570	548
South Carolina	3,001	2,929	2,800	2,685	2,570	2,459	2,353
South Dakota	861	840	803	770	736	704	677
Tennessee	4,090	3,992	3,816	3,660	3,502	3,351	3,224
Texas	12,747	12,441	11,894	11,406	10,916	10,447	10,050
Utah	1,149	1,121	1,072	1,028	984	942	906
Vermont	540	526	503	482	462	442	425
Virginia	3,992	3,896	3,725	3,572	3,418	3,271	3,147
Washington	3,005	2,932	2,803	2,688	2,572	2,461	2,355
West Virginia	1,818	1,774	1,696	1,626	1,557	1,490	1,433
Wisconsin	4,043	3,946	3,772	3,617	3,462	3,313	3,187
Wyoming	647	631	603	578	553	529	509

[a] Projected by NPN based on Census data, and other Department of Commerce reports.

[b] U.S. Census Bureau Retail Trades Census, 1977.

Source: *National Petroleum News, Factbook*, Hunter Publishing Company, Des Plaines, IL 60016.

TABLE 29

TOTAL GASOLINE SERVICE STATION DOLLAR SALES, 1977-1983

	1977[b]	1978[a]	1979[a]	1980[a]	1981[a]	1982[a]	1983[a]
Alabama	$ [illegible]10,443	$ 873,657	$1,017,810	$1,089,056	$1,517,982	$1,590,845	$1,710,158
Alaska	102,845	110,866	129,158	138,199	192,629	201,875	217,016
Arizona	651,625	702,451	818,355	870,639	1,220,510	1,279,094	1,375,026
Arkansas	495,560	534,213	622,358	665,923	928,197	975,750	1,045,707
California	5,732,696	6,179,846	7,199,520	7,703,486	10,737,508	11,252,908	12,696,876
Colorado	708,010	763,234	889,167	951,408	1,326,177	1,389,833	1,494,071
Connecticut	814,068	877,565	1,022,[illegible]	1,093,928	1,524,772	1,597,961	1,717,808
Delaware	161,511	174,108	202,835	217,033	302,512	317,033	340,810
District of Columbia	138,354	149,145	173,153	185,273	258,244	270,640	290,938
Florida	2,386,463	2,572,607	2,997,087	3,206,885	4,469,016	4,684,472	5,035,807
Georgia	1,350,915	1,456,286	1,696,573	1,815,333	1,952,489	2,017,912	2,169,256
Hawaii	176,079	189,813	221,132	236,611	329,800	345,630	371,553
Idaho	222,954	240,344	280,000	299,600	417,[illegible]98	437,643	470,466
Illinois	3,040,967	3,278,841	3,819,849	4,087,238	5,696,998	5,970,454	6,418,238
Indiana	1,701,88[illegible]	1,834,629	2,137,342	2,286,955	3,187,674	3,340,682	3,591,233
Iowa	954,073	1,028,490	1,198,190	1,282,063	1,787,005	1,872,781	2,013,240
Kansas	661,416	713,006	830,651	888,796	1,238,849	1,298,314	1,395,687
Kentucky	1,020,672	1,100,284	1,281,830	1,371,558	1,911,747	2,003,511	2,153,774
Louisiana	858,259	925,203	1,077,861	1,153,311	1,607,544	1,684,706	1,811,059
Maine	244,009	263,041	306,442	327,892	457,033	478,971	514,893
Maryland	1,209,948	1,304,323	1,519,536	1,625,903	2,266,246	2,375,026	2,5[illegible]3,153
Massachusetts	1,289,715	1,390,312	1,619,713	1,733,092	2,415,672	2,531,624	2,721,496
Michigan	2,590,860	2,792,947	3,2[illegible]3,783	3,481,547	4,857,757	5,085,689	5,467,116
Minnesota	1,193,895	1,287,018	1,499,375	1,604,331	2,217,277	2,323,70[illegible]	2,497,984
Mississippi	454,139	489,561	570,338	610,261	850,614	891,443	958,302
Missouri	1,496,768	1,613,515	1,879,744	2,011,326	2,803,488	2,938,055	3,158,409
Montana	272,166	293,394	341,804	365,730	509,773	534,242	574,310
Nebraska	529,836	568,163	661,909	708,242	987,184	1,034,569	1,112,161
Nevada	294,582	317,559	369,956	395,852	551,759	578,243	621,612
New Hampshire	237,251	255,756	297,955	318,811	444,380	465,710	500,639
New Jersey	1,803,619	1,944,301	2,265,110	2,423,667	3,378,230	3,540,385	3,805,914
New Mexico	366,336	394,910	460,070	492,274	686,158	719,094	773,026

TABLE 29 (Continued)

TOTAL GASOLINE SERVICE STATION DOLLAR SALES, 1977-1983

	1977[b]	1978[a]	1979[a]	1980[a]	1981[a]	1982[a]	1983[a]
New York	$2,893,901	$3,119,625	$3,634,363	$3,888,768	$5,420,361	$5,680,538	$6,106,579
North Carolina	1,360,111	1,466,199	1,708,121	1,827,689	2,547,526	2,669,807	2,870,043
North Dakota	201,503	217,220	253,061	270,775	377,421	395,537	425,202
Ohio	3,116,790	3,359,899	3,914,282	4,188,281	5,837,839	6,118,055	6,576,909
Oklahoma	655,239	706,[illegible]	822,894	880,496	1,227,403	1,286,318	1,382,792
Oregon	654,788	705,861	822,328	879,890	1,226,437	1,285,306	1,381,704
Pennsylvania	2,856,978	3,079,822	3,587,992	3,839,151	5,351,203	5,608,061	6,028,665
Rhode Island	216,467	233,351	271,853	290,882	405,447	424,908	456,777
South Carolina	721,715	778,008	906,379	969,825	1,351,792	1,416,678	1,522,929
South Dakota	240,764	259,543	302,367	323,532	450,956	472,602	508,047
Tennessee	1,150,756	1,240,514	1,445,198	1,546,361	2,155,397	2,258,856	2,428,270
Texas	3,444,333	3,712,990	4,325,633	4,628,427	6,451,335	6,760,999	7,268,074
Utah	367,125	395,760	461,060	493,334	687,634	720,640	774,680
Vermont	139,550	150,434	175,255	187,522	261,379	273,925	294,470
Virginia	1,481,137	1,596,665	1,860,114	1,990,321	2,774,211	2,907,373	3,125,426
Washington	946,996	1,020,861	1,189,303	1,272,554	1,773,750	1,858,890	1,998,307
West Virginia	493,332	531,862	619,620	662,993	924,114	968,471	1,041,107
Wisconsin	1,250,204	1,347,719	1,570,092	1,679,998	2,341,666	2,454,066	2,638,121
Wyoming	214,456	231,183	269,328	287,580	401,682	420,963	452,535

[a] Projected by NPN based on Census data, and other Department of Commerce reports.
[b] U.S. Census Bureau Retail Trades Census, 1977.

Source: *National Petroleum News, Factbook*, Hunter Publishing Company, Des Plaines, IL 60016.

VIII

TOURISM ADVERTISING

Advertising is one of the basic accelerators of tourism. It is, therefore, interesting to examine trends in travel and tourism advertising expenditures. Data reported in this chapter are from four sources. The first is a special report prepared for Ogilvy & Mather entitled *Trends in Travel and Tourism Advertising Expenditures in United States Measured Media 1978-1982.*[1] The second is the Pannell Kerr Forster reports *Travel and Tourism Advertising Expenditures in United States Measured Media.*[2] The third is the annual *Survey of State Travel Offices*[3] prepared by the U.S. Travel Data Center, and the fourth is questionnaires filled out by individual state travel offices.

The Ogilvy & Mather report shows the 50 states spent a total of $30,981,000 during 1982 on travel advertising in U.S. measured media, reaching the highest level of advertising expenditures since these reports were initiated in 1964 by Pannell Kerr Forster. This was an increase of 43.0 percent over 1981 expenditures of $21,362,000. Looking at the series since 1965, given in Table 30, one finds the cycle to be up and down with no evident trends. However, both 1981 and 1982 reported substantial increases. The 1981 expenditure was $4,491,000 higher than the 1980 expenditure, and the 1982 expenditure was up $9,619,000 over 1981. The only other years approaching these increases were 1978–$5,407,000, 1979–$2,952,000, and 1975–$3,028,000. During the 18 year period 7 declines were recorded–1967, 1969, 1971, 1972, 1973, 1976, and 1980. The 1982 figure was over four times that for 1965 (346 percent higher), and approximately three times the 1970 (207 percent higher) and 1975 (198 percent higher) figures.

Media distributions are provided in Table 31. Television is the dominant media in 1981 and 1982 accounting for 38 and 44 percent respectively of the advertising. In 1972 television accounted for 11 percent of the advertising expenditures and remained at this level until 1977 when its share rose to 25 percent. Television accounted for 33 percent of the advertising expenditures in 1978 and 1979, and 28 percent in 1980. Magazines were the dominant media through 1980. Magazines dropped to second with 31 percent of the advertising expenditures in 1981 and again ranked second in 1982 with 32 percent. Radio's share has increased from 3 percent in 1972, to 7 percent in 1976, to 9 percent in 1979, to 12 percent in 1980, and back down to 10 percent in 1982. Newspaper advertising remained fairly level throughout the period, accounting for 19 percent in 1972 and in 1979, but dropped to 13 percent in 1982. Advertising in outdoor media has run between 1 and less than 1 percent during the 11 year period.

Since 1972 television expenditures have increased 1,496 percent, radio expenditures 915 percent, outdoor expenditures 579 percent, newspapers 155 percent and magazines 83 percent.

Table 32 ranks the states of the U.S. with regard to their total advertising expenditures in U.S. measured media. New York, spending $6.1 million in 1982, continued to rank first (the position it has held since 1977). Ranked second for the third straight year was Florida, spending $3.9 million. Other states spending over $1 million were Michigan ($3.2 million), Alaska ($3.0 million), North Carolina ($1.5 million), Hawaii ($1.5

---

[1] Copies are available from Ogilvy & Mather, 380 Madison Avenue, 22nd Floor, New York, New York 10017 for $25.

[2] Copies of these reports may be obtained from Pannell Kerr Forster, 420 Lexington Avenue, New York, New York 10017.

[3] Copies of these reports may be obtained from the U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036 for $50.

million), and Virginia ($1.3 million). Completing the top ten were Pennsylvania ($0.8 million), Utah ($0.6 million), and Texas ($0.6 million).

Table 33 shows advertising expenditures by state for the period 1973-1982. During this ten year period, New York recorded the largest dollar increase in advertising expenditures–from $472,000 to $6,116,000, an increase of $5,644,000. Florida ranked second with an increase of $3.5 million, followed by Michigan with $2.9 million, Alaska with $2.9 million, North Carolina with $1.3 million, Hawaii with $1.2 million, Pennsylvania with $0.8 million, Virginia with $0.6 million, Kentucky with $0.6 million, and Oklahoma with $0.4 million. During this period, nine states recorded declines in their advertising expenditures. These were Connecticut (-13.7 percent), Kansas (-83.0 percent), Maine (-86.3 percent), Massachusetts (-78.0 percent), Mississippi (-19.3 percent), Montana (-98.2 percent), Rhode Island (-33.8 percent), South Dakota (-3.5 percent), and West Virginia (-21.0 percent).

The United States has tended to be an "underdeveloped country" when it comes to the area of tourism and tourism promotion. A comparison of 1982 tourism advertising expenditures in U.S. measured media by U.S. states versus foreign countries and Canadian provinces shows this is still somewhat true. Foreign countries, excluding the Canadian provinces, spent a total of $36,644,000 during 1982 on tourism advertising in U.S. measured media. This amount is 18 percent more than the $30,981,000 spent by the 50 U.S. states during 1982. The Canadian provinces spent an additional $7,761,000 making the foreign countries total $44,405,000 or 43 percent higher than that spent by the domestic states. This is a great improvement, however, as the foreign spending was 155 percent higher in 1976, and 78 percent higher in 1979.

Table 34 presents the 1982 leading advertisers from other domestic destinations–cities, areas, resorts, and territories. Advertising for attractions and chambers of commerce are excluded. Total expenditures for the destinations studied was $17,339,000 in 1982, up 12 percent over the $15,475,000 expended in 1981. Three advertisers spent over $1 million–U.S. Virgin Islands ($2,595,000), Las Vegas ($2,004,000) and Puerto Rico ($1,200,000). Two others spent between $500,000 and one million–Pinellas Suncoast and Pocono Mountains. Completing the top ten were San Antonio, Miami Beach, San Diego, St. Louis, and Kiawah Island.

The importance of this local destination advertising is best demonstrated by expenditures for Nevada, Florida, and California, all major tourism destination states. No expenditure was reported for Nevada in 1982; however, the 1982 expenditures for Las Vegas and Reno combined totaled $2,292,000. At this level, Nevada would have ranked fifth among the states in 1982. In 1981, Nevada ranked 43rd with expenditures of approximately $43,000. However, combining that with the slightly over two million dollars spent by Las Vegas and Reno, would have placed Nevada in the top five states. Similarly, in 1982, expenditures by Miami Beach and Miami combined amounted to approximately $0.7 million. This, if added to the Florida figure of $3.9 million, would add 18 percent to total expenditures. If Daytona Beach and Florida Keys, both spending more than $100,000 in 1982, were also included, the increase in total state destination effort would be in excess of 20 percent. A 1982 figure for the state of California is not available. However, the cities of San Diego and Los Angeles spent $452,000 and $187,000 respectively (a total of $639,000) in 1982. Similar examples exist in other states.

Table 35 presents data on state travel department budgets for fiscal years 1974-75 to 1983-84. The data provided are based on information reported by the different state travel offices and from the *Survey of State Travel Offices* compiled by the U.S. Travel Data Center annually. Florida reported the largest state travel budget in 1983-84–$8,924,000. New York was second with $7,900,000, followed by Pennsylvania with $7,175,000, Michigan with $6,902,000, Alaska with $6.250,000, South Carolina with $5,249,000, Ohio with $5,000,000, Virginia with $4,688,000, Texas with $4,332,000, and North Carolina with $4,200,000. At the other end of the scale was California with $478,000. Changes in the top ten since the last edition using 1980-81 budgets were the loss of Kentucky and Illinois and the addition of South Carolina and Ohio.

Advertising budgets of the state travel offices are given in Table 36. New York is the leader in 1983-84 reporting an advertising budget of $5,800,000, followed by Florida with $4,338,000. The rest of the top ten were Alaska with $3,418,000, Virginia with $3,011,000, Pennsylvania with $2,600,000, Michigan with $2,547,000, Ohio with $2,477,000, New Jersey with $1,431,000, New Mexico with $1,345,000 and Texas with $1,168,000.

Table 37 presents state travel office printing budgets. Texas reported the largest printing budget—$1,054,000, followed by Alaska with $996,000, Minnesota with $933,000, Pennsylvania with $926,000, New Mexico with $723,000, Illinois with $695,000, Wyoming with 547,000, North Carolina with $500,000, Michigan with $495,000, and Florida with $468,000.

TABLE 30

ADVERTISING DOLLARS EXPENDED BY STATES IN U.S. MEASURED MEDIA

1965-1982

(In Thousands of Dollars)

Year	(000)	Percent Change
1965	$ 6,952	
1966	7,165	3.1%
1967	7,148	- 0.2
1968	8,107	13.4
1969	7,733	- 4.6
1970	10,105	31.0
1971	8,272	- 18.1
1972	8,169	- 1.2
1973	6,426	- 21.3
1974	7,381	14.9
1975	10,409	41.0
1976	9,693	- 6.9
1977	11,146	15.0
1978	16,553	48.5
1979	19,505	17.8
1980	16,871	- 13.5
1981	21,362	26.6
1982	30,981	45.0
1965-1982		345.6%

Source: Pannell Kerr Forster and Ogilvy & Mather.

TABLE 31

U.S. ADVERTISING EXPENDITURES IN MEASURED MEDIA, 1972-1982

	1972			1973			1974		
Distribution by Media	(000)	%	% Change	(000)	%	% Change	(000)	%	% Change
Newspapers	$1,606	19%	-%	$1,233	19%	- 23%	$2,410	33%	96%
Magazines	5,352	66	-	4,265	66	- 20	3,776	51	- 13
Television	859	11	-	623	10	- 28	515	7	- 17
Radio	300	3	-	279	4	- 7	646	9	132
Outdoor	52	1	-	26	1	- 50	34	a	31
Total	$8,169	100%	-	$6,426	100%	- 21%	$7,381	100%	15%

	1975			1976			1977		
Distribution by Media	(000)	%	% Change	(000)	%	% Change	(000)	%	% Change
Newspapers	$2,584	25%	7%	$2,009	21%	- 22%	$2,243	20%	- 12%
Magazines	6,154	59	63	5,796	60	- 6	5,226	47	- 10
Television	1,220	12	137	1,152	12	- 6	2,818	25	145
Radio	417	4	- 35	716	7	72	794	7	- 11
Outdoor	34	a	-	20	a	- 41	65	1	225
Total	$10,409	100%	41%	$9,693	100%	- 7%	$11,146	100%	15%

	1978			1979			1980		
Distribution by Media	(000)	%	% Change	(000)	%	% Change	(000)	%	% Change
Newspapers	$3,340	20%	49%	$4,141	21%	24%	$ 2,908	17%	- 30%
Magazines	6,289	38	20	7,042	36	12	7,137	42	1
Television	5,402	33	92	6,374	33	18	4,704	28	- 26
Radio	1,458	9	84	1,837	9	26	2,000	12	9
Outdoor	64	a	- 2	111	1	73	122	1	10
Total	$16,553	100%	49%	$19,505	100%	18%	$16,871	100%	- 14%

	1981			1982			1972-1982
Distribution by Media	(000)	%	% Change	(000)	%	% Change	% Change
Newspapers	$ 4,151	19%	43%	$ 4,102	13	- 1%	155%
Magazines	6,579	31	- 8	9,770	32	49	83
Television	8,206	38	74	13,712	44	67	1,496
Radio	2,280	11	14	3,044	10	34	915
Outdoor	146	1	20	353	1	142	579
Total	$21,362	100%	27%	$30,981	100%	45%	279%

[a] Less than .5 percent.

Source: Ogilvy & Mather and Pannell Kerr Forster.

TABLE 32

TOTAL ADVERTISING EXPENDITURES OF STATES OF THE U.S.A.[a] IN 1982 AND RANKINGS 1975-1982

	Amount	Rank						
	($000)	1982	1981	1979	1978	1977	1976	1975
New York	$6,116	1	1	1	1	1	9	8
Florida	3,933	2	2	2	7	2	3	2
Michigan	3,169[b]	3	7	4	5	4	2	3
Alaska	2,955	4	9	7	11	6	27	14
North Carolina	1,494	5	4	4	3	5	13	N.A.
Hawaii	1,480[c]	6	5	13	6	7	5	7
Virginia	1,305	7	6	3	4	3	4	4
Pennsylvania	845	8	3	24	37	20	1	1
Utah	635	9	11	9	21	14	17	17
Texas	628	10	10	14	13	33	15	11
Kentucky	610	11	27	23	25	17	12	26
Tennessee	610	12	13	19	10	10	11	9
South Carolina	602	13	12	8	9	8	6	6
Georgia	439	14	8	6	2	12	16	10
Missouri	431	15	18	11	8	9	8	15
Louisiana	402	16	17	20	18	19	22	23
Oklahoma	402	17	28	N.A.	32	22	35	38
Colorado	377	18	19	16	19	23	40	20
Washington	340	19	44	N.A.	N.A.	40	N.A.	N.A.
Illinois	338	20	14	15	34	32	41	37
Arkansas	335	21	15	17	15	13	14	22
Arizona	297	22	25	18	16	18	31	43
Wisconsin	295	23	16	10	14	16	10	5
Alabama	289	24	20	21	17	15	18	16
New Mexico	263	25	38	34	43	35	33	29
Nebraska	258	26	30	N.A.	N.A.	N.A.	N.A.	N.A.
Maryland	254	27	21	33	42	26	36	19
Oregon	246	28	33	31	31	24	28	13
Wyoming	194	29	23	30	27	30	30	27
New Jersey	172	30	24	22	30	34	37	35
Minnesota	168	31	22	25	24	27	20	36
South Dakota	164	32	26	12	12	11	7	12
Vermont	159	33	29	N.A.	41	38	21	31
Idaho	115	34	42	27	28	29	26	30
North Dakota	111	35	37	N.A.	38	36	32	34
New Hampshire	100	36	31	N.A.	29	43	38	33
Ohio	70	37	45	N.A.	36	39	N.A.	N.A.
Mississippi	67	38	32	28	23	25	19	18
West Virginia	64	39	41	N.A.	22	31	25	24
Connecticut	63	40	35	N.A.	40	44	34	28
Massachusetts	50	41	46	25	20	21	24	21
Rhode Island	43	42	39	32	33	37	39	32
Indiana	29	43	36	N.A.	35	41	29	39
Delaware	22	44	49	N.A.	N.A.	N.A.	N.A.	N.A.
Iowa	20	45	47	N.A.	39	42	N.A.	N.A.
Maine	11	46	40	N.A.	N.A.	N.A.	N.A.	N.A.
Kansas	8	47	48	N.A.	N.A.	N.A.	N.A.	N.A.
Montana	3	48	34	28	26	28	23	25
Nevada	N.A.	N.A.	43	N.A.	44	N.A.	N.A.	N.A.

[a] Excludes cities, areas and resorts.

[b] Includes Michigan Travel Association and Council.

[c] Includes co-op advertising.

N.A.–Not Available.

Note: Information for 1980 is not available.

Source: Ogilvy & Mather, and Pannell Kerr Forster.

TABLE 33

STATE ANNUAL ADVERTISING EXPENDITURES IN U.S. MEASURED MEDIA 1973-1982[a]

(In Thousands of Dollars)

State	1973	1976	1979	1981	1982
Alabama	$ 231	$ 193	$ 218	$ 232	$ 289
Alaska	73	112	700	774	2,955
Arizona	34	72	254	182	297
Arkansas	178	241	265	358	335
California	N.A.	N.A.	N.A.	N.A.	N.A.
Colorado	118	38	284	277	377
Connecticut	73	64	N.A.	67	63
Delaware	5	N.A.	N.A.	2	22
District of Columbia	1	N.A.	N.A.	2	N.A.
Florida	458	697	2,487	2,580	3,933
Georgia	251	215	831	839	439
Hawaii	293	450	331	1,206	1,480
Idaho	37	113	121	19	115
Illinois	20	24	291	420	338
Indiana	12	98	N.A.	66	29
Iowa	16	N.A.	N.A.	7	20
Kansas	47	N.A.	N.A.	5	8
Kentucky	42	267	152	157	610
Louisiana	53	130	244	306	402
Maine	80	N.A.	N.A.	50	11
Maryland	124	61	80	225	254
Massachusetts	227	115	128	9	50
Michigan	225	866	1,003	925	3,169
Minnesota	65	139	128	212	168
Mississippi	83	171	118	109	67
Missouri	236	314	371	282	431
Montana	168	121	118	81	3
Nebraska	2	N.A.	N.A.	111	258
Nevada	12	N.A.	N.A.	12	N.A.
New Hampshire	67	48	N.A.	110	100
New Jersey	52	54	183	186	172
New Mexico	14	65	52	57	263
New York	472	304	6,040	4,045	6,116
North Carolina	211	252	N.A.	1,364	1,494
North Dakota	N.A.	69	N.A.	60	111
Ohio	2	N.A.	N.A.	10	70
Oklahoma	9	63	N.A.	135	402
Oregon	218	110	85	88	246
Pennsylvania	31	1,153	138	1,687	845
Rhode Island	65	47	81	54	43
South Carolina	292	393	468	546	602
South Dakota	170	328	355	162	164
Tennessee	126	267	249	430	610
Texas	271	239	299	593	628
Utah	166	195	409	589	635
Vermont	39	138	N.A.	127	159
Virginia	672	629	1,155	987	1,305
Washington	66	N.A.	N.A.	11	340
West Virginia	81	113	N.A.	40	64
Wisconsin	143	296	395	357	295
Wyoming	38	82	94	211	194

[a] Excludes cities, areas and resorts.

Source: Ogilvy & Mather and Pannell Kerr Forster.

TABLE 34

TOTAL ADVERTISING EXPENDITURES OF OTHER U.S. DESTINATIONS SPENDING
$100,000 and Over–1982, 1981, 1979

	1982		1981		1977	
Rank		Amount ($000)		Amount ($000)		Amount ($000)
1	U.S. Virgin Islands	$2,595	U.S. Virgin Islands	$2,503	Las Vegas	$1,256
2	Las Vegas	2,004	Las Vegas	2,030	American Virgin Islands	961
3	Puerto Rico	1,200	Puerto Rico	992	Puerto Rico	900
4	Pinellas Suncoast	709	Pocono Mountains	725	Miami	677
5	Pocono Mountains	701	Pinellas Suncoast	586	St. Louis	468
6	San Antonio	494	Miami Beach	562	Pocono Mountains	468
7	Miami Beach	487	St. Louis	529	Miami Beach	462
8	San Diego	452	Miami	416	Reno	396
9	St. Louis	449	Reno	399	San Diego	263
10	Kiawah Island	392	Los Angeles	377	Philadelphia	239
11	Broward County	342	Kiawah Island	364	San Antonio	194
12	Reno	288	San Diego	326	Ozark Regional Commission	171
13	Myrtle Beach	274	Maui	277	Kiawah Island	164
14	Philadelphia	244	San Antonio	264	Palm Springs	115
15	Miami	223	Philadelphia	256	New Hampshire Visitor Center	108
16	Virginia Beach	214	County of Hawaii	148	Los Angeles	102
17	Los Angeles	187	Florida Keys	148		
18	Stowe	179	Palm Springs	146		
19	Vail	152	Hershey	145		
20	Silver Dollar City	152	Ozark Regional Commission	139		
21	Blackcomb Mountain	144	Virginia Beach	137		
22	Palm Springs	123	Mississippi Gulf Coast	112		
23	Wisconsin Dells	112				
24	Norfolk	106				
25	Florida Keys	104				
26	Daytona Beach	103				
27	Galveston Island	103				
28	Montana/Wyoming[a]	103				
29	Houston	102				
30	Stowe Mountain	101				
	Total $100,000 and over	12,839		11,581		6,944
	Total All Destinations	$17,339		$15,475		$10,674
	Percent $100,000 and over to total	74%		75%		65%

[a] Joint state advertising.

Source: Ogilvy & Mather and Pannell Kerr Forster.

TABLE 35

TRAVEL DEPARTMENT BUDGET
(In Thousands)

State	Source	1974-75	1975-76	1976-77	1977-78	1978-79
Alabama	54,242	$1,136	$1,344	$1,476	$1,408	$1,507
Alaska	55,242	1,181	1,172	1,415	1,412	1,667
Arizona	56,242	241	212	547	905	1,100
Arkansas	58,242	1,193	1,735	1,825	1,930	2,091
California	61	311	0	0	0	253
Colorado	62,242	754	443	457	795	818
Connecticut	63,242	281	340	285	348	416
Delaware	213,242	110	117	121	132	73
District of Columbia	242			620	620	653
Florida	65	1,877	1,944	3,675	3,308	4,062
Georgia	66,242	1,596	1,396	2,180	2,860	2,881
Hawaii	67,242	2,298	2,442	2,601	2,788	2,956
Idaho	242	411	517	528	538	550
Illinois	69,242	394	565	603	643	1,564
Indiana	70,242	323	440	529	519	543
Iowa	71,242	219	271	292	294	316
Kansas	72,242	134	147	138	189	281
Kentucky	73	1,500	1,756	1,946	1,901	2,670
Louisiana	74	1,452	1,570	1,809	1,429	2,199
Maine	76,242	250	0	0	0	297
Maryland	77	878	801	696	733	810
Massachusetts	242	833	667	1,250	1,250	1,250
Michigan	80,242	1,400	1,800	2,300	3,380	3,700
Minnesota	242	621	885	571	669	1,312
Mississippi	242	772	664	1,126	500	1,426
Missouri	84	677	968	1,123	1,116	1,195
Montana	85,242	750	652	652	640	649
Nebraska	86	198	201	233	248	277
Nevada	87,242	375	513	506	448	277
New Hampshire	89	395	437	437	491	502
New Jersey	90,242	350	400	613	856	1,300
New Mexico	91,242	599	625	676	754	815
New York	88,242	1,599	1,523	919	917	9,187
North Carolina	242	1,329	1,300	1,565	2,265	2,273
North Dakota	93	444	576	568	635	635
Ohio	242	180	410	412	449	462
Oklahoma	95,96,242	1,132	1,299	1,628	1,338	1,668
Oregon	98,242	1,031	727	747	527	528
Pennsylvania	99,242	4,210	2,366	2,688	2,871	2,956
Rhode Island	100	375	377	500	500	500
South Carolina	101,242	1,659	1,534	1,600	1,800	2,000
South Dakota	102	885	921	938	1,088	1,114
Tennessee	103,242	1,300	2,050	2,215	2,717	2,763
Texas	104	1,411	1,578	1,669	2,662[a]	2,876[a]
Utah	105	986	1,167	1,353	1,561	1,776
Vermont	106	400	439	437	435	489
Virginia	107	1,126	1,189	1,885	2,029	2,545
Washington	108,242	450	361	384	373	351
West Virginia	242	312	543	N.A.	N.A.	924
Wisconsin	111,242	600	914	963	1,279	1,258
Wyoming	242	663	896	671	640	786

TABLE 35 (Continued)

TRAVEL DEPARTMENT BUDGET
(In Thousands)

State	Source	1979-80	1980-81	1981-82	1982-83	1983-84
Alabama	54	$2,187	$2,403	$2,585	$2,179	$2,442
Alaska	55	2,026	3,342	7,090	7,755	6,250
Arizona	56,242	1,233	1,441	1,618	1,618	1,618
Arkansas	58	2,174	2,043	2,204	2,338	2,448
California	61	508	475	489	464	478
Colorado	242	784	763	615	779	3,500
Connecticut	63,242	416	457	447	585	781
Delaware	213,242	467	223	472	571	577
District of Columbia	242	599	600	N.A.	N.A.	N.A.
Florida	65	5,412	6,225	8,238	8,927	8,924
Georgia	66,242	3,258	3,692	3,550	3,320	3,477
Hawaii	67	3,049	3,091	4,445	4,610	4,052
Idaho	242	400	385	611	820	830
Illinois	242	2,300	3,907	3,679	3,700	3,400
Indiana	70	584	586	392	392	1,100
Iowa	71,242	340	330	339	378	600
Kansas	242	429	379	268	366	622
Kentucky	73	2,715	4,966	3,531	3,394	3,426
Louisiana	74	2,521	3,287	3,827	3,105	3,699
Maine	76,242	250	300	350	350	500
Maryland	77	1,719	1,708	1,722	2,047	2,038
Massachusetts	242	1,250	1,750	1,750	2,000	3,500
Michigan	80	4,270	3,600	8,500	6,540	6,902
Minnesota	82,242	1,271	1,267	1,300	1,100	3,900
Mississippi	242	1,544	1,577	1,673	1,802	1,799
Missouri	84	1,151	1,364	1,439	1,607	1,646
Montana	85	600	600	700	928	1,200
Nebraska	86	344	1,085	922	914	1,078
Nevada	87,242	431	466	N.A.	165	2,200
New Hampshire	89,242	912	857	1,301	1,220	1,263
New Jersey	90	1,347	1,326	1,583	2,360	2,451
New Mexico	242	954	1,142	1,339	1,300	4,285
New York	88,242	9,100	8,600	10,100	9,900	7,900
North Carolina	92,242	3,500	3,500	3,500	3,500	4,200
North Dakota	93,242	722	650	623	620	637
Ohio	242	775	740	1,070	1,527	5,000
Oklahoma	96,242	2,268	2,592	3,130	3,566	3,618
Oregon	98	800	858	802	900	1,270
Pennsylvania	99,242	4,684	6,573	6,630	6,731	7,175
Rhode Island	100,242	500	600	550	550	737
South Carolina	101	2,522	3,073	3,334	4,667	5,249
South Dakota	102	1,467	1,499	1,438	1,712	1,667
Tennessee	103,242	1,817	1,756	2,652	2,484	2,341
Texas[a]	104	3,476	3,602	3,995	4,132	4,332
Utah	105	1,833	1,873	1,923	2,045	2,208
Vermont	106	515	523	1,342	1,415	1,386
Virginia	107	2,728	3,248	3,357	3,620	4,688
Washington	242	410	363	4,850	3,301	2,263
West Virginia	109,242	1,391	1,279	1,306	970	1,015
Wisconsin	111	1,511	1,660	1,641	1,576	2,006
Wyoming	242	1,000	1,356	1,417	1,928	1,768

[a] Includes Texas Tourist Development Agency's budget. Prior figures only cover budget of Texas Highway Department.

TABLE 36

TRAVEL DEPARTMENT ADVERTISING BUDGET
(In Thousands)

State	Source	1974-75	1975-76	1976-77	1977-78	1978-79
Alabama	54,242	$ 478	$ N.A.	$ 375	$ 450	$ 500
Alaska	55,242	165	275	216	159	350
Arizona	56,242	92	20	215	350	450
Arkansas	58,242	260	382	N.A.	N.A.	429
California	61	50	0	0	0	0
Colorado	62,242	287	100	150	500	525
Connecticut	63,242	89	83	81	100	70
Delaware	213,242		0	0	8	2
District of Columbia	242					0
Florida	65	729	600	1,254	1,189	1,661
Georgia	66	463	347	262	1,000	956
Hawaii	67,242	425	425	425	501	425
Idaho	242	115	174	127	161	150
Illinois	69,242	92	164	164	102	468
Indiana	70	17	57	63	121	105
Iowa	71,242	25	25	1	7	4
Kansas	72,242	50	50	50	41	N.A.
Kentucky	73	200	200	300	360	970
Louisiana	74	275	275	260	365	384
Maine	76,242	150	0	0	N.A.	86
Maryland	77,242	183	201	168	94	215
Massachusetts	242	349	N.A.	350	400	382
Michigan	80,242	856	650	500	956	1,060
Minnesota	82,242	150	200	200	200	400
Mississippi	242	405	N.A.	135	300	405
Missouri	84	274	438	470	420	440
Montana	85,242	292	252	223	226	229
Nebraska	86	4	5	9	9	10
Nevada	87,242	133	115	117	124	77
New Hampshire	89	63	89	60	150	150
New Jersey	90,242	120	152	108	229	180
New Mexico	91,242	183	166	202	190	99
New York	88,242	830	635	400	2,856	6,517
North Carolina	242	600	427	427	1,000	1,000
North Dakota	93	204	230	240	252	252
Ohio	242	27	31	7	N.A.	8
Oklahoma	242	81	100	164	185	220
Oregon	98,242	250	210	215	200	200
Pennsylvania	99	200	204	140	31	60
Rhode Island	100	75	80	82	85	100
South Carolina	101,242	550	500	400	400	435
South Dakota	242	236	N.A.	437	479	470
Tennessee	103,242	225	240	320	400	216
Texas	104	375	300	433	400	414
Utah	105	337	400	458	600	760
Vermont	106	68	101	51	68	110
Virginia	107,242	722	743	827	860	1,210
Washington	108,242	72	75	75	65	207
West Virginia	109,242	405	0	240	N.A.	100
Wisconsin	111,242	300	300	301	300	489
Wyoming	112,242	151	167	153	154	209

TABLE 36 (Continued)

TRAVEL DEPARTMENT ADVERTISING BUDGET
(In Thousands)

State	Source	1979-80	1980-81	1981-82	1982-83	1983-84
Alabama	54,242	$ 700	$ 850	$ 486	$ 590	$ 692
Alaska	55	805	1,195	4,707	4,646	3,418
Arizona	56,242	537	633	719	719	719
Arkansas	58,242	362	374	390	430	440
California	61	0	0	N.A.	N.A.	N.A.
Colorado	242	470[a]	500	311	350	N.A.
Connecticut	63,242	60	97	65	60	144
Delaware	213	86	85	0	85	65
District of Columbia	64,242	0	0	0	0	0
Florida	65	2,575	2,769	3,590	4,291	4,338
Georgia	66,242	929	406	514	83	308
Hawaii	67	450	450	1,450	1,450	475
Idaho	242	150	150	225	230	260
Illinois	242	636	850	1,050	N.A.	800
Indiana	70	181	174	N.A.	19	400
Iowa	71,242	5	41	4	3	181
Kansas	72,242	15	16	39	44	201
Kentucky	73	675	1,400	975	848	950
Louisiana	74	460	660	715	648	709
Maine	242	584	355	130	200	200
Maryland	77,242	290	420	529	589	650
Massachusetts	242	382	382	N.A.	408	N.A.
Michigan	80,242	1,410	1,250	4,500	2,580	2,547
Minnesota	82,242	310	342	250	350	850
Mississippi	242	290	384	338	129	60
Missouri	84	440	520	485	560	714
Montana	85	170	170	252	263	526
Nebraska	86	11	419	405	377	416
Nevada	87,242	100	121	40	30	1,000
New Hampshire	89,242	195	225	400	368	300
New Jersey	90,242	500	460	831	1,400	1,431
New Mexico	242	129	228	205	227	1,345
New York	88,242	6,500	5,360	6,200	6,000	5,800
North Carolina	242	1,484	1,484	1,500	1,500	2,200
North Dakota	93,242	255	255	185	130	171
Ohio	94,242	275	251	500	426	2,477
Oklahoma	96,242	320	352	550	550	650
Oregon	98	300	269	213	308	285
Pennsylvania	99	750	2,250	2,227	2,363	2,600
Rhode Island	100,242	100	100	99	100	100
South Carolina	101,242	829	667	758	902	960
South Dakota	102,242	530	529	561	618	618
Tennessee	103,242	541	584	930	607	844
Texas	104	925	1,064	1,164	1,164	1,168
Utah	105	783	863	866	866	914
Vermont	106	103	106	375	410	372
Virginia	107,242	1,730	1,970	1,978	2,080	3,011
Washington	242	15	10	2,820	1,766	800
West Virginia	109,242	509	435	456	380	508
Wisconsin	111	489	573	402	415	719
Wyoming	242	269	370	370	459	459

[a] Includes postage and literature handling.

TABLE 37

TRAVEL DEPARTMENT PRINTING BUDGET
(In Thousands)

State	Source	1974-75	1975-76	1976-77	1977-78	1978-79
Alabama	54,242	$ 175	$ 111	$ 25	$ 30	$ 45
Alaska	55,242	140	200	110	184	200
Arizona	56,242	39	36	140	194	80
Arkansas	58,242	88	100	139	107	146
California	61	78	0	0	0	82
Colorado	62,242	101	93	86	100	96
Connecticut	63,242	70	43	55	55	0
Delaware	213,242	27	25	26	25	14
District of Columbia	242				60	65
Florida	65	50	100	165	179	193
Georgia	66,242	150	150	150	150	175
Hawaii	67,242	114	90	67	114	137
Idaho	242	102	115	100	100	100
Illinois	69,242	64	57	96	52	240
Indiana	70	161	185	156	115	57
Iowa	71,242	34	40	58	45	53
Kansas	72,242	10	10	21	24	62
Kentucky	73	280	250	300	379	300
Louisiana	74	48	75	92	78	225
Maine	76,242		0	0	N.A.	N.A.
Maryland	77	76	50	70	186	193
Massachusetts	242	150	N.A.	150	150	110
Michigan	80,242	100	85	85	145	N.A.
Minnesota	242	30	146	69	53	188
Mississippi	242	0	N.A.	N.A.	15	170
Missouri	84	95	145	200	194	231
Montana	85,242	72	104	93	100	102
Nebraska	86	40	23	75	75	68
Nevada	87,242	22	51	51	60	40
New Hampshire	89	95	129	106	74	71
New Jersey	90,242	40	65	50	100	100
New Mexico	91,242	147	89	103	157	200
New York	88,242	228	305	131	131	1,105
North Carolina	242	250	300	135	224	344
North Dakota	93	91	132	138	142	142
Ohio	242	10	101	101	170	52
Oklahoma	242	165	191	189	156	150
Oregon	98,242	90	90	91	83	83
Pennsylvania	99,242	50	50	50	N.A.	46
Rhode Island	100	70	70	75	75	135
South Carolina	242	165	225	210	200	200
South Dakota	242	234	N.A.	274	N.A.	155
Tennessee	103,242	70	157	155	175	200
Texas	104	458	520	328	343	477
Utah	105	120	113	205	228	234
Vermont	106	82	105	99	93	80
Virginia	107,242	180	207	150	106	117
Washington	108,242	70	80	80	60	87
West Virginia	109,242	50	N.A.	300	N.A.	100
Wisconsin	111,242	25	30	40	40	60
Wyoming	242	15	223	102	204	139

TABLE 37 (Continued)

TRAVEL DEPARTMENT PRINTING BUDGET
(In Thousands)

State	Source	1979-80	1980-81	1981-82	1982-83	1983-84
Alabama	54,242	$ 60	$ 50	$ 236	$ 11	$ N.A.
Alaska	55	420	619	1,018	1,161	996
Arizona	56,242	160	180	190	190	190
Arkansas	58,242	156	249	259	257	265
California	61,242	138	121	121	149	165
Colorado	242	96	96	115	260	N.A.
Connecticut	63,242	42	60	130	87	187
Delaware	213,242	99	78	N.A.	53	100
District of Columbia	242	80	N.A.	N.A.	N.A.	N.A.
Florida	65	329	330	655	372	468
Georgia	66,242	255	193	306	202	192
Hawaii	67	157	173	236	233	225
Idaho	242	75	82	125	269	250
Illinois	242	456	780	644	N.A.	695
Indiana	70	114	117	N.A.	180	363
Iowa	71,242	55	36	53	55	95
Kansas	72,242	112	125	109	120	88
Kentucky	73	350	350	300	325	325
Louisiana	74	246	386	613	348	259
Maine	242	58	86	100	130	130
Maryland	77	183	136	163	243	201
Massachusetts	242	110	110	N.A.	40	N.A.
Michigan	80,242	212	188	675	400	495
Minnesota	82,242	180	140	190	314	933
Mississippi	242	150	125	160	237	245
Missouri	84	215	224	206	270	120
Montana	85,242	67	69	111	196	246
Nebraska	86	76	145	140	100	150
Nevada	242	38	41	48	21	N.A.
New Hampshire	89,242	113	127	175	109	66
New Jersey	90,242	239	235	185	300	288
New Mexico	242	143	224	225	285	723
New York	242	2,168	1,669	1,700	N.A.	N.A.
North Carolina	242	548	662	500	1,500	500
North Dakota	93,242	122	122	86	130	92
Ohio	94,242	110	100	85	174	220
Oklahoma	96,242	310	295	314	490	391
Oregon	98	175	275	206	157	200
Pennsylvania	99,242	155	150	46	1,371	926
Rhode Island	100,242	140	150	N.A.	200	143
South Carolina	101,242	248	230	365	450	450
South Dakota	102,242	260	296	163	277	283
Tennessee	103,242	121	361	150	321	170
Texas	104	498	493	799	981	1,054
Utah	105	260	161	184	255	398
Vermont	106	104	112	156	158	174
Virginia	107,242	116	245	181	306	414
Washington	242	77	59	115	392	384
West Virginia	109,242	154	142	100	143	147
Wisconsin	111,242	40	75	180	124	196
Wyoming	242	198	363	450	547	547

IX

DATA CENTER'S 1982 NATIONAL TRAVEL SURVEY

This chapter presents highlights from the *1982 National Travel Survey*[1] conducted by the U.S. Travel Data Center. This survey is based upon data collected each month by telephone interview from a national probability sample of civilian, non-institutional population of the contiguous United States. A "trip" is defined as travel to a place 100 miles or more away from home and return, whether or not an overnight stay is involved. A "person-trip" is counted every time one person takes a trip. If the respondent travels with two other members of the household, one trip and three person-trips are counted.

The depressing economic environment throughout 1982 produced a rare decline in U.S. travel away from home. Normally immune to economic downturns, travel in 1982 proved vulnerable to the length and breadth of this recession. By the end of 1982, 64 percent of all U.S. adults had taken one or more trips. On the average, 39 million U.S. adults traveled during each month of the year. Overall, over 537 million trips and nearly 1.07 billion person-trips were taken during the year, 9 percent and 7 percent below the 1981 level (see Table 38).

As shown in Table 38, trip distance increased slightly between 1981 and 1982. Average distance in terms of trips increased from 830 miles to 850 miles, and in terms of person-trips from 770 miles to 790 miles. Forty percent of the person-trips reported a duration of 2-3 nights, while another 29 percent showed a duration of 4-9 nights. The average duration was 4.5 nights versus 4.6 nights in 1981.

The overall decline in travel in 1982 was largely due to a reduction in personal motor vehicle travel by Americans. Automobiles/trucks/recreation vehicles, however, continued to predominate as the most preferred mode of transportation accounting for 82 percent of total person-trips. Airlines accounted for 14 percent of the person-trips in 1982 versus 13 percent in 1981.

With regard to purpose of trip, 39 percent of the person-trips were to visit friends and relatives and another 36 percent were for other pleasure reasons. Coinciding with trip purpose, the major type of lodging indicated was home of friends/relatives (45 percent of all person-trips). Another 36 percent of person-trips used hotel/motel/motor hotel.

Travel party size was quite similar between 1982 and 1981. A party size of two was given for 37 percent of the person-trips. Another 20 percent stated a party size of one, and 17 percent reported party sizes of 3 and 4. The majority of the person-trips were accounted for by adults traveling without children.

Twenty-two percent of the person-trips were made by residents of the Great Lakes Country in 1982, while an additional 21 percent were from the South and 18 percent from the Frontier West. In terms of destination region the South led with 24 percent, followed by the Frontier West with 18 percent, the Great Lakes Country with 15 percent, and the far West with 14 percent.

Table 39 provides selected traveler characteristics. Thirty-nine percent of the person-trips were accounted for by travelers with a family income of $30,000 or more. An income of $20,000-$29,999 was reported by

---

[1] Copies of the full-year report are available from U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036 for $85. Quarterly reports are also available for $60 each. Final results of the 1983 survey should be available in summer 1984.

22 percent. With regard to age, the 25-34 year old group led with 20 percent of all person-trips, followed by the less than 18 year old group with 19 percent.

Demographic characteristics of the U.S. adult population and travelers are shown in Table 40. A larger percentage of travelers are male, married, 25-44 years old, have a college education, and are in white collar professions. In terms of household characteristics, traveler households tend to have higher family incomes, more often consist of two or more wage earners, own their home, and have a major credit card. With regard to region of residence, it is interesting to note that a larger percentage of the population lives in the Eastern Gateway and George Washington Country than the percentage of travelers (12 vs. 9 percent, and 12 vs. 10 percent respectively). On the other hand, 12 percent of the population lives in the Far West, but 14 percent of the travelers are from there.

Members of the travel industry are invited to participate in the U.S. Travel Data Center's National Travel Survey program. For a prospectus describing the National Travel Survey contact Suzanne D. Cook, Assistant Director, U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036, (202) 293-1040.

TABLE 38

TRAVEL BY SELECTED TRIP CHARACTERISTICS 1982 AND 1981

	Percent of Trips		Percent of Person-trips	
	1982	1981	1982	1981
Total Trips/Person-trips (Millions)	537.3	587.2	1,069.3	1,152.0
Trip Distance				
200-299 miles	23%	25%	24%	27%
300-399 miles	17	16	18	16
400-599 miles	17	16	17	17
600-999 miles	14	13	14	13
1,000-1,999 miles	13	12	12	11
2,000 miles or more	10	10	9	9
Outside Contiguous U.S.	7	6	6	6
Average distance (miles)[b]	850	830	790	770
Mode of Transportation				
Auto/truck/RV	78%	77%	82%	83%
Airplane	18	17	14	13
Bus	3	3	2	2
Train	1	1	a	1
Other	1	1	2	1
Trip Duration				
No nights	7%	10%	7%	10%
One night	13	14	12	14
2 to 3 nights	38	36	40	37
4 to 9 nights	30	27	29	27
10 nights or more	12	12	12	11
Average duration (nights)	4.8	4.6	4.5	4.6
Type of Trip				
Vacation trip	58%	58%	61%	63%
Weekend trip	44%	44%	47%	47%
Purpose of Trip				
Visit friends/relatives	36%	34%	39%	37%
Other pleasure	34	32	36	36
Business/convention	19	19	14	14
Other	12	15	13	13
Type of Lodging				
Home of friends/relatives	43%	42%	45%	44%
Hotel/motel/motor hotel	39	40	36	38
Rented cabin/condo./ vacation home	3	2	3	3
Owned cabin/condo./ vacation home	3	2	3	2
Camper/RV/tent	5	5	6	6
Other	2	3	2	3
No nights	7	10	7	10

TABLE 38 (Continued)

TRAVEL BY SELECTED TRIP CHARACTERISTICS 1982 AND 1981

	Percent of Trips		Percent of Person-trips	
	1982	1981	1982	1981
Travel Party Size				
One	40%	41%	20%	20%
Two	37	36	37	36
Three	11	11	17	16
Four	9	9	17	17
Five or more	3	4	8	11
Travel Party Structure				
One adult without children	40%	41%	20%	20%
Two or more adults without children	37	37	40	39
One adult with children	5	5	7	7
Two or more adults with children	18	17	33	32
Origin Region				
New England	5%	6%	5%	6%
Eastern Gateway	8	9	8	9
George Washington Country	10	9	10	9
The South	21	19	21	19
Great Lakes Country	22	21	22	22
Mountain West	4	4	5	4
Frontier West	17	16	18	17
Far West	14	15	13	14
Destination Region				
New England	3%	4%	4%	4%
Eastern Gateway	7	7	7	7
George Washington Country	9	9	9	9
The South	24	22	24	23
Great Lakes Country	15	17	15	17
Mountain West	4	4	5	4
Frontier West	17	15	18	15
Far West	14	15	14	14
Outside U.S.	6	6	5	6

[a] Less than 0.5 percent.

[b] Round-trip distance for domestic travel only.

Note: Details may not add to total due to rounding.

Source: U.S. Travel Data Center.

TABLE 39

TRAVEL BY SELECTED TRAVELER CHARACTERISTICS, 1982 AND 1981

	Percent of Trips		Percent of Person-trips	
	1982	1981	1982	1981
Total Trips/Person-trips (Millions)	537.3	587.2	1,069.3	1,152.0
Family Income				
Less than $10,000	10%	5%	9%	9%
$10,000-$19,999	18	23	17	22
$20,000-$29,999	21	22	22	22
$30,000 or more	38	35	39	35
Not reported	13	15	13	12
Age[a]				
Less than 18 years[b]			19%	19%
18-24 years			12	12
25-34 years			20	20
35-44 years			17	16
45-54 years			12	14
55-64 years			12	12
65 years or older			7	7

[a] This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.

[b] Does not include those under 18 traveling alone.

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center.

TABLE 40

DEMOGRAPHIC CHARACTERISTICS OF ADULT POPULATION AND TRAVELERS, 1982

	Total Population	Total Travelers
Individual Characteristics		
Male	47%	51%
Female	53	49
Married	62%	66%
Single/Never married	18	20
18-24 years	14%	14%
25-44 years	40	48
45-64 years	27	27
65 years and over	19	11
College complete or more	20%	33%
Graduate work	6	12
Total white collar	32%	45%
Professional managerial	11	18
Household Characteristics		
Two persons or less	50%	49%
Three persons or more	50	51
Children in household	40%	41%
Two or more wage earners	36%	42%
Own home	68%	72%
$30,000 or more annual family income	24%	38%
$40,000 or more annual family income	12	22
Own major credit cards	44%	61%
Region of Residence		
New England	5%	5%
Eastern Gateway	12	9
George Washington Country	12	10
The South	19	20
Great Lakes Country	21	22
Mountain West	4	4
Frontier West	14	15
Far West	12	14

Source: U.S. Travel Data Center.

X

RECREATION/LEISURE PARTICIPATION PATTERNS AND TRENDS

Participation in outdoor recreation in America is extensive and diverse. Both traditional and emerging activities continue to attract new participants. This chapter presents data from the Nielsen Company's annual participation in sports survey, ***The Miller Lite Report on American Attitudes Toward Sports, 1983*** and the National Association for Gardening's ***National Gardening Survey***, dealing with participation trends in various outdoor and leisure activities.

Participation trends in selected sports collected through the A.C. Nielsen Company surveys are presented in Table 41. Comparisons are given between the 1982, 1979, 1976, and 1973 surveys and showing swimming to be the number one activity, with 102,286,000 participants in 1982. This is 45 percent of the U.S. population. The rank order of activities remained relatively the same in 1982. Bicycling ranked second, followed by fishing, camping, boating, bowling, physical condition (equipment-oriented), jogging/running, roller skating, and pool/billiards. Activities reporting high rates of increased participation 1982 over 1979 were snow skiing (up 27 percent), soccer and sailing (each up 23 percent), roller skating (up 19 percent), motorbiking/motorcycling (up 15 percent), and racquetball (up 14 percent). Activities reporting large declines in participation were handball (down 53 percent), table tennis (down 28 percent), tennis (down 21 percent), ice hockey (down 17 percent) and baseball (down 10 percent). Activities in the top 20 that were included in the survey for the first time in 1982, so no comparisons are available, were physical conditioning (equipment-oriented) and volleyball.

Tables 42-44 present findings from ***The Miller Lite Report on American Attitudes Toward Sports, 1983.***[1] This survey is based on telephone interviews with a random sample of the U.S. population conducted in October 1982. It demonstrates that sports is an element of American life, and states that only 3.7 percent of the U.S. population are unaffected by sports–that is, these people do not participate in any fan or athletic activity more than once a month. This report covers fan and spectator activities as well as participatory activities but only participation activities are highlighted here.

Table 42 compares respondents' interest in sports participation with selected demographic characteristics. More male respondents (55 percent) answered very high or somewhat high interest in sports participation, than female respondents (32 percent). As might be expected, the 14-17 age group recorded the most interest (35 percent reported very high interest), while the 65 and over group had the lowest interest (12 percent). Sports participation interest increases with education–51 percent of the college graduates reported very high or somewhat high interest, while only 31 percent of those with an 8th grade or less education reported high interest in sports participation. A correlation between income and sports participation interest is also noticed, with 56 percent of those with $40,000 or higher incomes versus 34 percent of those with less than $10,000 incomes stating a very high or somewhat high interest.

Respondents were asked to indicate how often they engaged in certain activities during the past 12 months. Results are shown in Table 43. Swimming was the number one activity with 33 percent of the respondents indicating they participate at least once a week. Calisthenics was second with 29 percent, followed by jogging (29 percent), bicycling (28 percent), softball/baseball (21 percent), weightlifting (15 percent), basketball (15 percent), football/rugby (12 percent), tennis, squash, etc (12 percent), and pool/billiards (11 percent).

---

[1] Copies of this report are available from Miller Brewing Company, 3939 West Highland Blvd., Milwaukee, Wisconsin 53201.

Reasons for participating in athletic activity were also requested. Table 44 provides a selected list of reasons and gives the average score and the percent ranking the reason as most important (10). Enjoyment of the game (57 percent) led followed by improved health (57 percent), release of tension/relaxation (45 percent), sense of accomplishment (36 percent) and improved mental alertness (33 percent).

Household participation in leisure time activities from the *National Gardening Survey* are given in Table 45. This survey was conducted for the National Association for Gardening by the Gallup Organization, Inc. and is based on a national sample survey of 1,500 households. Watching television is the number one activity, reported by 81 percent of all households. Listening to music was second, with 64 percent of the households participating. Forty-four percent of the households take pleasure trips in cars, 42 percent go to the movies, 42 percent do vegetable gardening, 39 percent watch professional sports, 34 percent take vacation trips in the U.S., 32 percent do sewing/needlepoint, 31 percent participate in general exercise/physical fitness, and 31 percent fish. Other activities participated in by at least 20 percent of the households were workshop/home repair (29 percent), bicycling (22 percent), camping (20 percent), bowling (20 percent), and photography (20 percent).

TABLE 41

PARTICIPATION TRENDS FROM NIELSEN SURVEYS

(RANKING OF POPULARITY OF PARTICIPATION IN SPORTS MEASURED
1982 vs 1979 vs 1976 vs 1973 SPORTS PARTICIPATION SURVEYS)

1982 Rank	Sport	1979 Rank	Projected Individual Participants (000)	% Change in Projected Participants '82 vs '79	Projected Individual Participants (000)	% Change in Projected Participants '79 vs '76	Projected Individual Participants (000)	% Change in Projected Participants '76 vs '73	Projected Individual Participants (000)
			1982		1979		1976		1973
1	Swimming	1	102,286	- 3%	105,441	2%	103,503	- 3%	107,191
2	Bicycling	2	72,155	3	69,810	- 7	75,015	14	65,613
3	Fishing	4	63,689	7	59,275	- 7	63,901	4	61,263
4	Camping	3	61,592	2	60,300	4	58,102	7	54,435
5	Boating	6	41,973	11	37,920	8	35,230	8	32,629
6	Bowling	5	40,260	- 7	43,330	- 2	44,434	16	38,218
7	Physical Conditioning (equipment-oriented)	a	34,914	-	a	-	a	-	a
8	Jogging/Running	7	34,274	- 4	35,727	-	a	-	a
9	Roller Skating	12	30,156	19	25,359	-	a	-	a
10	Pool/Billiards	9	29,926	- 6	31,937	-11	35,805	9	32,920
11	Softball	10	28,033	- 1	28,458	4	27,268	3	26,362
12	Tennis	8	25,450	-21	32,271	10	29,201	45	20,158
13	Basketball	13	25,322	5	24,048	- 7	25,818	17	22,129
14	Snow Skiing[b]	18	19,490[b]	27	15,397[b]	40	10,999	42	7,721
15	Table Tennis	11	19,337	-28	26,908	-16	32,215	- 4	33,501
16	Hunting	14	18,646	- 5	19,711	- 4	20,480	2	19,997
17	Volleyball	a	18,365	-	a	-	a	-	a
18	Ice Skating	15	18,032	- 5	18,924	-26	25,772	4	24,875
19	Water Skiing	16	18,032	7	16,922	15	14,681	5	14,021
20	Golf	17	17,367	9	15,897	- 4	16,568	- 3	17,025
21	Football	20	14,042	- 2	14,300	- 4	14,911	5	14,247
22	Baseball	19	13,556	-10	15,039	- 4	15,670	3	15,216
23	Racquetball	21	12,098	14	10,654	283	2,784	-	a
24	Motorbiking/Motorcycling	22	12,073	15	10,511	8	9,734	-14	11,339
25	Sailing	23	10,615	23	8,652	19	7,271	4	6,978
26	Snowmobiling	24	8,594	- 0	8,628	- 6	9,204	19	7,753

TABLE 41 (Continued)

PARTICIPATION TRENDS FROM NIELSEN SURVEYS

(RANKING OF POPULARITY OF PARTICIPATION IN SPORTS MEASURED
1982 vs 1979 vs 1976 vs 1973 SPORTS PARTICIPATION SURVEYS)

1982 Rank	Sport	1979 Rank	Projected Individual Participants (000)	% Change in Projected Participants '82 vs '79	Projected Individual Participants (000)	% Change in Projected Participants '79 vs '76	Projected Individual Participants (000)	% Change in Projected Participants '76 vs '73	Projected Individual Participants (000)
			1982		1979		1976		1973
27	Soccer	25	8,031	23	6,530	a	a	-	a
28	Handball	26	2,634	-53	5,578	1	5,546	-	a
a	Archery	27	a	-	5,529	1	5,477	- 6	5,847
a	Paddle Tennis	28	a	-	2,431	- 6	2,577	-	a
29	Ice Hockey	29	1,381	-17	1,668	-38	2,669	-18	3,263
a	Platform Tennis	30	a	-	405	120	184	-	a
30	Squash	a	358	-	a	-	a	-	a
	Total U.S. Population		225,598	5%	214,958	2%	210,019	2%	205,950

[a] Not measured.
[b] Includes downhill and cross-country skiers.

Source: News release by the Nielsen Company.

TABLE 42

INTEREST IN SPORTS PARTICIPATION

(How would you classify your interest in *participating* in sports or physical activity?)

	Very High	Somewhat High	Medium	Somewhat Low	Very Low	Number of Respondents
Gender						
Male	30%	25%	27%	6%	12%	(633)
Female	14	18	36	13	19	(640)
Age						
14-17	35	27	30	6	2	(138)
18-24	24	33	33	6	4	(198)
25-34	25	24	31	11	9	(252)
35-49	23	20	31	11	15	(252)
50-64	14	17	32	15	22	(241)
65 and over	12	9	31	11	37	(200)
Education						
8th grade or less	20	11	33	7	29	(211)
Some high school	25	21	35	8	11	(155)
High school graduate	19	22	32	12	15	(477)
Some college	24	24	31	11	10	(191)
College graduate	24	27	26	11	12	(248)
Income						
Less than $10,000	20	14	32	6	28	(242)
$10,000-$14,999	15	20	37	16	12	(136)
$15,000-$19,999	20	22	35	7	16	(168)
$20,000-$24,999	18	25	30	13	14	(146)
$25,000-$29,999	24	22	35	12	7	(136)
$30,000-$39,999	24	21	29	13	13	(113)
$40,000 and over	28	28	26	11	7	(168)

Source: *The Miller Lite Report on American Attitudes Toward Sports, 1983*.

TABLE 43

SPECIFIC ATHLETIC ACTIVITIES: PARTICIPATION

(How often did you engage in these activities during the past year?)
(Number of Respondents 1,319)

	At Least Once a Week	About Once or Twice a Month	Less than Once a Month	Never	Don't Know
Swimming	33%	16%	9%	40%	2%
Calisthenics	29	6	4	53	8
Jogging	29	13	7	49	2
Bicycling	28	11	8	51	2
Softball/baseball	21	13	9	54	3
Weightlifting	15	7	5	69	4
Basketball	15	10	8	65	3
Football/rugby	12	8	6	71	3
Tennis, squash, etc	12	14	13	58	3
Pool/billiards	11	11	13	62	3
Boating	11	13	15	58	3
Aerobic dancing	10	4	3	80	3
Bowling	10	12	15	60	3
Table tennis	8	9	16	64	3
Skating	7	12	10	68	3
Volleyball	7	10	12	68	3
Skiing	6	7	8	76	3
Golf	6	6	9	76	3
Soccer	5	4	5	83	3
Gymnastics	5	3	4	85	3
Wrestling	4	2	3	88	3
Horseback riding	3	5	10	79	3
Archery	3	2	5	87	3
Other team sports	3	3	3	85	6
Handball	2	2	4	88	4
Hockey	2	2	2	91	3
Fencing	1	1	2	93	3
Lacrosse	-	-	2	94	4
Jai-alai	-	-	2	94	4
Other	25	9	2	64	-

Source: *The Miller Lite Report on American Attitudes Toward Sports, 1983.*

TABLE 44

REASONS FOR PARTICIPATING IN ATHLETIC ACTIVITY

(How important are the following reasons to you for engaging in physical activity?)
(Number of respondents 1,112)

	Average Score[a]	Percent Ranking as 10 in Importance
Enjoyment of the game	8.9	57%
Improved health	8.7	56
Release of tension/relaxation	8.3	45
Sense of accomplishment	7.9	36
Improved mental alertness	7.8	33
Time spent with other family members who also play	7.2	30
Time spent with close friends while playing	7.2	25
Sense of being a member of the team	6.9	28
Improved physical attractiveness	6.9	28
Improved athletic skill	6.9	25
Thrill of victory	6.6	31
Feeling younger/reminder of your youth	6.2	25
Sport competition	5.9	17
Other people's respect for your athletic skill	5.7	16

[a] Based on scale where 1 = least important and 10 = most important.

Source: *The Miller Lite Report on American Attitudes Toward Sports, 1983*.

TABLE 45

HOUSEHOLD PARTICIPATION IN LEISURE TIME ACTIVITIES: 1983

(As of mid-July 1983. Based on national sample survey of 1,500 households conducted by the Gallup Organization, Inc.)

Type of Activity	Number (millions)	Percent[a]
Watching television	68	81%
Listening to music	54	64
Pleasure trips in cars	37	44
Going to the movies	36	42
Vegetable gardening	35	42
Watching professional sports (TV)	33	39
Vacation trips in U.S.	29	34
Sewing/needlepoint	27	32
General exercise/physical fitness	26	31
Fishing	26	31
Workshop/home repair	25	29
Bicycling	19	22
Camping	17	20
Bowling	17	20
Photography	17	20
Jogging	16	19
Hunting	14	16
Hiking	12	14
Tennis	10	12
Golf	10	12
Horseback riding	8	9
Boating (power)	8	10
Swimming in own pool	7	8
Racquetball	6	7
Skiing (downhill)	5	6
Vacation trips outside U.S.	5	6
Snowmobiling	3	4
Cross-country skiing	3	4
Archery	3	4

[a] Percent of all households.

Source: *Statistical Abstract of the United States, 1982*; Gardens for All, The National Association for Gardening, Burlington, Vermont, *National Gardening Survey*, unpublished data.

XI

TRAVEL COSTS

This chapter examines what has happened to the cost of travel in the United States over the past eleven years by comparing the Travel Price Index (TPI) developed by the U.S. Travel Data Center with the U.S. Department of Labor's Consumer Price Index (CPI). The TPI is designed to measure changes in the cost of various goods and services Americans purchase while traveling in this country. It is calculated on the basis of those components of the CPI which represent goods and services likely to be purchased by the traveler while away from home. These items include food away from home, hotel and motel rates, gasoline, fares on common carriers, recreational services, and incidentals. Each item is weighted to reflect its relative importance to household expenditures for all travel items. The weights for the TPI were derived from estimates of travel expenditures by the National Tourism Resources Review Commission, which were based on the Department of Labor's 1960-61 Consumer Expenditure Survey. Subsequent to 1978 weights were calculated direct from Bureau of Labor Statistics' Consumer Price Index based on the 1972-73 Consumer Expenditure Survey. Further information on the TPI can be obtained from the U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036.

Table 46 presents the Travel Price Index and the Consumer Price Index monthly for the period 1972-1982. Over the last eleven years, the TPI and CPI have fluctuated back and forth. However, the TPI has increased at a more rapid rate for most of the last five years, reporting an 11.8 percent increase in 1978 over 1977 compared to 7.7 percent for the CPI; a 15.8 percent increase in 1979 compared to 11.3 percent; a 21.0 percent increase in 1980 compared to 13.5 percent; a 12.9 percent increase in 1981 compared to 10.4 percent; and a 5.5 percent increase in 1982 compared to 6.1 percent. Looking at the increase over the eleven years, one finds the cost of travel increasing 174.1 percent from 1972 to 1982, while the CPI increased 130.7 percent.

TABLE 46

TRAVEL PRICE INDEX AND CONSUMER PRICE INDEX, 1972-1982
(1967 = 100)

	1972	1973	1974	1975	1976	1977
Travel Price Index						
January	121.5	125.0	139.3	154.4	165.3	174.8
February	121.4	125.5	141.7	155.1	165.5	175.8
March	121.8	125.9	145.1	155.6	166.0	177.4
April	121.8	127.1	146.4	156.4	166.0	178.8
May	122.4	128.2	148.5	157.6	167.5	180.1
June	122.4	129.7	150.5	160.2	169.9	181.2
July	122.8	130.4	151.8	162.5	171.2	181.6
August	123.3	130.9	152.5	163.3	172.2	182.4
September	124.6	131.8	152.8	164.0	173.4	183.5
October	124.7	133.4	152.3	164.3	174.0	183.9
November	124.7	134.9	152.4	164.4	174.0	184.2
December	124.9	137.0	153.6	164.8	174.1	185.2
Annual Average	123.0	130.0	148.9	160.2	169.9	180.7
% Change	-	6.0%	14.5%	7.6%	6.1%	6.4%
Consumer Price Index						
January	123.2	127.7	139.7	156.1	166.7	175.3
February	123.8	128.6	141.5	157.2	167.1	177.1
March	124.0	129.8	143.1	157.8	167.5	178.2
April	124.3	130.7	143.9	158.6	168.2	179.6
May	124.7	131.5	145.5	159.3	169.2	180.6
June	125.0	132.4	146.9	160.6	170.1	181.8
July	125.5	132.7	148.0	162.3	171.1	182.6
August	125.7	135.1	149.9	162.8	171.9	183.3
September	126.2	135.5	151.7	163.6	172.6	184.0
October	126.6	136.6	153.0	164.6	173.3	184.5
November	126.9	137.6	154.3	165.6	173.8	185.4
December	127.3	138.5	155.4	166.3	174.3	186.1
Annual Average	125.3	133.1	147.7	161.2	170.5	181.5
% Change	-	6.2%	11.0%	9.1%	5.8%	6.5%

TABLE 46 (Continued)

TRAVEL PRICE INDEX AND CONSUMER PRICE INDEX, 1972-1982
(1967 = 100)

	1978	1979	1980	1981	1982	% Change 1981-82
Travel Price Index						
January	190.8	211.2	263.9	301.6	329.9	9.4%
February	192.1	216.5	270.9	309.2	331.0	7.1
March	193.4	219.4	276.0	315.0	330.0	4.8
April	199.5	223.5	278.9	317.0	329.6	4.0
May	200.8	227.5	280.8	317.0	331.6	4.6
June	202.6	231.6	283.1	320.2	338.4	5.7
July	204.4	236.8	284.3	323.3	341.6	5.7
August	206.5	241.3	287.6	326.1	343.2	5.2
September	206.9	245.1	291.6	327.0	345.2	5.6
October	207.9	247.9	292.3	327.0	344.5	5.4
November	209.1	251.6	293.7	326.4	342.5	4.9
December	210.2	256.3	295.5	326.8	339.3	3.8
Annual Average	202.0	234.0	283.2	319.7	337.2	1972-82
% Change	11.8%	15.8%	21.0%	12.9%	5.5%	174.1%
Consumer Price Index						
January	187.2	204.7	233.2	260.5	282.5	8.4%
February	188.4	207.1	236.4	263.2	283.4	7.7
March	189.8	209.1	239.8	265.1	283.1	6.8
April	191.5	211.5	242.5	266.8	284.3	6.6
May	193.3	214.1	244.9	269.0	287.1	6.7
June	195.3	216.6	247.6	271.3	290.6	7.1
July	196.7	218.9	247.8	274.4	292.2	6.5
August	197.8	221.1	249.4	276.5	292.8	5.9
September	199.3	223.4	251.7	279.3	293.3	5.0
October	200.9	225.4	253.9	279.9	294.1	5.1
November	202.0	227.5	256.2	280.7	293.6	4.6
December	202.9	229.9	258.4	281.5	292.4	3.9
Annual Average	195.4	217.4	246.8	272.4	289.1	1972-82
% Change	7.7%	11.3%	13.5%	10.4%	6.1%	130.7%

XII

PASSPORT STATISTICS

The Passport Office, United States Department of State, in addition to their monthly and quarterly reports, issues an annual "Summary of Passport Statistics" plus a supplement. Statistics are detailed by sex and age groups, occupation, length of stay, first area destination, countries to be visited, and object of travel. Tables 47-50 present selected data for 1982.

The total number of passports issued in 1982 was 3,763,995. This was an increase of 16.8 percent or 541,649 over 1981 (3,222,346).

A breakdown of passports issued by age and sex is shown in Table 47. Fifty-one percent of passports were issued to females. Thirty-five percent were issued to people between 20 and 39 years of age, 17 percent to people under 20 and 13 percent to those 65 or older.

Table 48 provides a distribution of passports recipients by occupation for the period 1975-1982. Independent business or profession was reported by 34 percent of the people stating an occupation. Another 19 percent reported being students, 16 percent were housewives, and 10 percent were skilled, technical or sales workers, and 8 percent were retired. The remaining 13 percent reported occupations of teacher, clerk-secretary, military, civilian government, transportation and travel, religious, entertainment, journalism, unskilled worker and sports.

Table 49 presents the object of travel (non-government). Personal reasons was stated by 61 percent of the recipients. Another 31 percent reported the purpose of travel was pleasure, while 5 percent stated it was business. Education was given by 3 percent, religious by 0.4 percent, scientific by 0.1 percent and health by less than 0.1 percent.

The number of passports issued by month 1970-1982 is provided in Table 50. Slightly over one-third of the passports (1,261,611) were issued during the second quarter (April, May and June). The third quarter (923,467) accounted for about 24 percent of passports issued in 1982, while the first quarter (839,727) represented 22 percent and the fourth quarter (739,191) was 20 percent. Passport statistics appear to be behaving like other travel indicators with a flat performance for 1973, a slowdown in 1974 and 1975, recovery in 1976 and 1977, and a slowdown in 1978, 1979 and 1980, with recovery again in 1981 and a new high recorded in 1982.

While figures prior to 1969 include passport renewals, a comparison by ten year intervals from 1920 is interesting. Passports issued and renewed in 1920 were 160,488, in 1930–203,174, in 1940–26,253, in 1950–299,665, in 1960–853,087, in 1970–2,219,159, and in 1980—3,020,468. The growth trend really boomed after 1950, with 1960 representing a 184.7 percent increase over 1950 passports, and 1970 equalling a 160.1 percent increase over 1960 passports. A 36.1 percent increase was recorded between 1970 and 1980, an increase of 801,309. The 1982 figure is 24.6 percent or 743,527 larger than 1980.

TABLE 47

PASSPORT RECIPIENTS
ACCORDING TO SEX AND AGE GROUPS
CALENDAR YEAR 1982

Age Groups	Male	Female	Total
Under 5	74,320	65,760	140,080
5-9	56,170	57,830	114,000
10-14	67,400	71,590	138,990
15-19	93,770	133,830	227,600
20-24	134,240	168,050	302,290
25-29	159,220	172,540	331,760
30-34	169,730	164,640	334,370
35-39	179,020	151,200	330,220
40-44	152,890	132,480	285,370
45-49	136,090	122,470	258,560
50-54	141,150	129,730	270,880
55-59	136,270	145,040	281,310
60-64	129,340	140,580	269,920
65-69	102,870	115,190	218,060
70-74	64,640	79,060	143,700
75 and over	52,130	64,755	116,885
Total	1,849,250	1,914,745	3,763,995

Source: Passport Office, U.S. Department of State, Washington, D.C.

TABLE 48

PASSPORT RECIPIENTS BY OCCUPATION, 1975-1982

Occupation	1975	1976	1977	1978	1979	1980	1981	1982
Total Passport Recipients	2,334,359	2,816,683	3,107,122	3,234,471	3,169,999	3,020,468	3,222,346	3,763,995
Independent Business or Profession	542,810	718,080	825,950	925,640	828,650	686,850	796,450	1,184,330
Student	405,990	478,090	533,420	596,660	605,190	559,590	580,900	650,020
Housewife	360,960	428,640	463,000	543,390	529,790	578,440	581,690	571,910
Skilled, Technical or Sales Worker	321,620	365,180	371,280	417,260	511,250	512,880	532,880	345,730
Retired	161,480	206,720	238,960	173,670	179,460	172,530	185,990	282,300
Teacher	112,410	128,250	129,260	94,830	103,680	96,360	93,680	115,930
Clerk-Secretary	103,140	125,730	147,480	78,480	74,620	57,350	58,030	89,730
Military	43,140	43,520	44,470	44,600	48,210	48,000	67,100	96,410
Civilian Government	39,350	48,070	54,420	35,300	21,280	32,660	32,970	48,470
Transportation and Travel	33,180	40,170	37,950	22,450	28,650	36,540	37,780	42,150
Religious	23,330	22,770	22,840	18,290	18,780	17,270	16,050	21,990
Entertainment	15,530	19,580	20,170	14,330	14,420	19,360	17,330	17,310
Journalism	12,320	14,660	16,510	11,810	12,620	10,900	11,760	14,030
Unskilled Worker	5,700	6,680	5,440	1,950	9,990	1,370	1,220	4,760
Sports	2,190	2,390	1,930	820	1,520	1,450	1,460	2,040
Not stated	151,209	168,153	194,042	254,991	181,889	188,918	207,056	276,885

Source: Passport Office, U. S. Department of State, Washington, D.C.

TABLE 49

OBJECT OF TRAVEL (NON-GOVERNMENT) BY PASSPORT RECIPIENTS, 1975-1982

Object of Travel	1975	1976	1977	1978	1979	1980	1981	1982
Personal Reasons	376,400	602,980	1,005,630	1,567,880	1,540,690	1,246,130	1,401,500	1,351,130
Pleasure	1,315,600	1,511,060	1,102,250	821,070	552,580	829,680	864,530	683,840
Business	273,110	272,600	190,890	163,770	202,450	161,520	144,060	119,130
Education	132,490	125,590	78,550	75,440	92,980	79,550	61,670	56,880
Religious	22,450	13,690	9,160	11,090	13,590	10,970	8,650	8,480
Scientific	2,400	1,870	970	1,460	1,190	2,790	2,000	1,390
Health	1,510	1,500	1,090	980	610	990	670	610
Total								
Non-Government Travel	2,123,960	2,529,290	2,388,540	2,641,690	2,404,090	2,331,630	2,483,080	2,221,460
Government	131,739	134,883	153,992	142,901	146,879	135,868	140,626	184,405
Unstated	78,660	152,510	564,590	449,880	619,030	552,970	598,640	1,358,130
Total Passport Recipients	2,334,359	2,816,683	3,107,122	3,234,471	3,169,999	3,020,468	3,222,346	3,763,995

Source: Passport Office, U.S. Department of State, Washington, D.C.

TABLE 50

PASSPORTS ISSUED MONTHLY: 1970-1982

	1970	1971	1972	1973	1974
January	124,731	137,035	157,702	182,644	168,178
February	152,529	181,900	226,213	229,771	185,059
March	245,879	274,772	326,180	322,399	245,270
April	277,073	289,890	312,795	345,365	286,603
May	267,165	270,388	327,673	334,840	297,695
June	310,748	316,770	328,596	305,668	280,239
July	253,962	238,840	249,232	254,966	261,057
August	163,434	202,609	234,815	212,890	193,885
September	125,989	146,823	174,002	152,248	144,161
October	101,110	105,876	140,022	148,156	127,421
November	88,311	113,484	132,182	131,805	114,742
December	108,228	120,581	118,609	108,352	110,693
Total	2,219,159	2,398,968	2,728,021	2,729,104	2,415,003
% Increase Over Previous Year	21.9%	8.1%	13.7%	0.0%	-11.5%

	1975	1976	1977	1978	1979
January	165,114	182,636	207,473	217,131	220,508
February	178,993	193,841	222,246	239,351	234,282
March	223,347	285,065	330,356	379,202	337,860
April	261,444	315,472	356,749	351,137	356,421
May	262,672	315,224	354,275	370,790	386,455
June	286,161	344,858	370,531	380,444	346,671
July	240,903	263,044	288,442	308,050	301,555
August	187,006	226,539	271,050	290,323	278,617
September	161,223	189,101	206,037	196,160	195,924
October	130,905	146,221	157,904	177,864	186,298
November	118,961	171,505	180,260	167,705	175,292
December	117,630	183,177	161,799	156,314	150,116
Total	2,334,359	2,816,683	3,107,122	3,234,471	3,169,999
% Increase Over Previous Year	-3.3%	20.7%	10.3%	4.1%	-2.0%

TABLE 50 (Continued)

PASSPORTS ISSUED MONTHLY: 1970-1982

	1980	1981	1982
January	249,862	232,581	208,093
February	258,018	237,424	260,255
March	312,871	338,340	371,379
April	339,604	335,343	394,812
May	318,245	316,562	371,143
June	329,225	363,026	495,656
July	303,369	322,948	382,173
August	222,240	272,400	305,213
September	199,901	225,260	236,081
October	179,310	195,979	223,147
November	149,532	172,055	227,715
December	158,291	210,428	288,329
Total	3,020,468	3,222,346	3,763,995
% Increase Over Previous Year	-4.7%	6.7%	16.8%

Source: *Summary of Passport Statistics*, Annual, Passport Office, U.S. Department of State, Washington, D.C. 20524.

XIII

INTERNATIONAL TRAVEL TO/FROM THE UNITED STATES

The data presented in this chapter are derived from an annual article in the *Survey of Current Business* on international travel and passenger fares[1] and a United States Travel and Tourism Administration report on international travel.[2] This annual article discusses expenditures of U.S. residents traveling abroad and expenditures of foreign residents in the United States as part of the U.S. international transactions accounts.

International travel and passenger fare transactions for the years 1970-1982 are presented in Table 51. In 1982 U.S. payments for travel abroad totaled $17.1 billion, compared to receipts from visitors to the U.S. of $13.8 billion. Thus international travel to and from the United States resulted in net payments of $3.4 billion to foreign countries in 1982. This compares to $1.8 billion in 1980, $3.2 billion in 1975 and $2.5 billion in 1970.

Table 52 details travel payments of U.S. travelers in foreign countries by area during the period 1970-1982. Total travel payments increased 8.0 percent 1982 over 1981, for a total of $12.4 billion. Over 57 percent of these payments were made overseas ($7.1 billion), while Canada accounted for 16 percent and Mexico 27 percent. Payments in Mexico totaled $3.32 billion, followed by Canadian payments of $1.94 billion, the United Kingdom with $0.90 billion, Italy with $0.49 billion, France with $0.46 billion, Germany with $0.41 billion, Australia-New Zealand with $0.37 billion, Bahamas with $0.34 billion, Japan with $0.27 billion and Bermuda with $0.23 billion. Since 1970 travel payments have increased 211.4 percent.

U.S. receipts from foreign visitors in the United States are presented in Table 53. During 1982 travel receipts totaled $11.3 billion. This was a decrease of 7 percent over 1981 receipts of $12.2 billion. Fifty-two percent was from overseas, while Canada represented another 23 percent and Mexico 25 percent. Mexico supplied $2.85 billion, Canada $2.62 billion, South America $1.13 billion, Japan $0.95 billion, Germany $0.53 billion, and the United Kingdom $0.46 billion. During the 13 year period 1970-1982, travel receipts have increased 384.5 percent.

U.S. receipts from overseas visitors increased 554.8 percent since 1970 and totaled $5.8 billion in 1982. Mexican and Canadian visitors receipts totaled $5.5 billion in 1982, an increase of 279.5 percent since 1970.

International travel by U.S. residents is summarized in Table 54. In 1982 a total of 23,064,000 people traveled to destinations outside the U.S. Of these travelers, 48 percent went to Canada (10,974,000), 18 percent to Europe and the Mediterranean (4,144,000), 16 percent to Mexico (3,580,000), 11 percent to the Caribbean and Central America (2,637,000), 2 percent to South America (529,000), and 5 percent to other areas (1,200,000).

---

[1] "International Travel and Passenger Fares, 1982," Walter G. Kealy, Jr. and Joan E. Bolyard, *Survey of Current Business*, May 1983, Vol. 63, No. 5, pp. 12-17, Bureau of Economic Analysis, U.S. Department of Commerce, Washington, D.C. 20230.

[2] *Recap of International Travel To and From the United States in 1982*, United States Travel and Tourism Administration, U.S. Department of Commerce, Washington, D.C. 20230, July 1983.

Between 1970 (20,356,000) and 1982 (23,064,000) a 13 percent increase was recorded in total international travelers. Travel from the U.S. to Mexico increased 70.3 percent over the 13 year period, and travel overseas increased 61.8 percent, while travel to Canada declined 15.5 percent.

Table 55 compares foreign visitor arrivals in the U.S. for the years 1982 and 1977. Total international visitors in 1982 were 21,916,000. Almost 48 percent of these 1982 arrivals were from Canada (10,430,000). Overseas countries (8,886,000) accounted for 40.5 percent of the foreign visitors, and Mexico (2,600,000) added another 12 percent. Of the overseas visitors 42.8 percent were from Europe, 25.7 percent from Asia and the Middle East, 14.7 percent from South America, 7.3 percent from the Caribbean, 4.3 percent from Oceania, 3.1 percent from Central America and 2.1 percent from Africa.

Total international visitation increased 17.8 percent between 1982 and 1977. This was an increase of 3,306,000 visitors. Countries recording excellent increases in visitation were the United Kingdom (up 765,000), Japan (up 698,000), Mexico (up 570,000), Venezuela (up 356,000), West Germany (up 299,000), and France (up 210,000). Visitation from Canada during this 5 year period was down 1,650,000.

Foreign visitor arrivals 1970-1982 by geographic area of residence are given in Table 56. The 1970-1978 data are from the U.S. Department of Justice, Immigration and Naturalization Service and Statistics Canada, and the 1979 and 1982 data are estimates compiled by the United States Travel Service. The largest number of visitors each year came from Canada–10,430,000 in 1982 compared to 8,986,000 in 1970. This represents an increase of 1,444,000 (16 percent) over the 13 years. Visitation from Mexico increased 1,514,228 (140 percent), while European visitation was up 3,800,000 (287 percent) and Asian visitation was up 1,928,506 (540 percent).

Table 57 ranks the top twenty countries generating visitors to the United States 1970-1982. Changes in the top ten were the Bahamas (1970-1974), Brazil (1975-1976), the Netherlands (1977-1979), and Brazil (1982). New to the top twenty in 1982 was Taiwan, ranked 18th.

Tables 58 and 59 provide average expenditures of U.S. travelers overseas and overseas visitors in the U.S. for the period 1977-1982. The average total figure for U.S. residents spending overseas was $827 in 1982 (up 52.3 percent from 1977). This compares to the average expenditure of overseas visitors to the U.S. of $764 (up 28.4 percent over 1977). Average U.S. spending was $914 in Europe and the Mediterranean, $715 in South America, $476 in the Caribbean and Central America, and $1,346 for other overseas areas. Expenditures of South American travelers in the U.S. averaged $960 while Western Europeans spent $675, travelers from the Caribbean and Central America spent $573, and other overseas areas' travelers averaged $852.

Chapters XXII and XXIII on international travel to/from Canada include excellent statistics on travel between the U.S. and Canada compiled by Statistics Canada.

TABLE 51

INTERNATIONAL TRAVEL AND PASSENGER FARE TRANSACTIONS
(Millions of Dollars)

	1970	1971	1972	1973	1974
Transactions Included in U.S. Balance of Payments Statistics:					
Total Travel and Passenger Fare Payments	$5,195	$5,663	$6,638	$7,316	$8,075
Travel: Payments of U.S. travelers in foreign countries	3,980	4,373	5,042	5,526	5,980
Passenger Fares: U.S. payments in foreign countries	1,215	1,290	1,596	1,790	2,095
Total Travel and Passenger Fare Receipts	2,708	2,959	3,311	4,130	4,845
Travel: Receipts from foreign visitors in the U.S.	2,331	2,534	2,817	3,412	4,032
Passenger Fares: Receipts of U.S. carriers for transportation of foreign visitors to and from the United States[a]	377	425	494	718	813
Net Travel and Passenger Fare Payments	$2,487	$2,704	$3,327	$3,186	$3,230

	1975	1976	1977	1978	1979
Transactions Included in U.S. Balance of Payments Statistics:					
Total Travel and Passenger Fare Payments	$8,680	$9,424	$10,199	$11,371	$12,597
Travel: Payments of U.S. travelers in foreign countries	6,417	6,856	7,451	8,475	9,413
Passenger Fares: U.S. payments in foreign countries	2,263	2,568	2,748	2,896	3,184
Total Travel and Passenger Fare Receipts	5,464	6,679	7,175	8,421	10,118
Travel: Receipts from foreign visitors in the U.S.	4,697	5,742	6,150	7,183	8,441
Passenger Fares: Receipts of U.S. carriers for transportation of foreign visitors to and from the United States[a]	767	937	1,025	1,238	1,677
Net Travel and Passenger Fare Payments	$3,216	$2,745	$3,024	$2,950	$2,479

TABLE 51 (Continued)

INTERNATIONAL TRAVEL AND PASSENGER FARE TRANSACTIONS
(Millions of Dollars)

	1980	1981	1982
Transactions Included in U.S. Balance of Payments Statistics:			
Total Travel and Passenger Fare Payments	$14,004	$15,966	$17,166
Travel: Payments of U.S. travelers in foreign countries	10,397	11,479	12,394
Passenger Fares: U.S. payments in foreign countries	3,607	4,487	4,772
Total Travel and Passenger Fare Receipts	12,184	14,618	13,790
Travel: Receipts from foreign visitors in the U.S.	10,131	12,163	11,293
Passenger Fares: Receipts of U.S. carriers for transportation of foreign visitors to and from the United States[a]	2,053	2,455	2,497
Net Travel and Passenger Fare Payments	$1,820	$1,348	$3,376

[a] Excludes fares paid to U.S. carriers for transportation between two foreign points.

TABLE 52

TRAVEL PAYMENTS OF U.S. TRAVELERS IN FOREIGN COUNTRIES, BY AREA 1970-1982
(Millions of Dollars)

	1970	1971	1972	1973	1974
Total Travel Payments	$3,980	$4,373	$5,042	$5,526	$5,980
Canada	1,018	1,079	1,037	1,158	1,359
Mexico	778	959	1,135	1,264	1,475
Mexican Border Area	463	589	626	715	904
Overseas	2,184	2,335	2,870	3,104	3,146
Europe and Mediterranean[a]	1,425	1,540	1,853	1,993	1,802
Western Europe	1,310	1,373	1,645	1,800	1,600
United Kingdom	293	324	342	354	368
France	160	169	200	237	198
Italy	172	178	215	218	188
Switzerland	108	99	119	135	117
Germany	148	126	163	170	153
Austria	54	52	64	77	61
Denmark	39	38	46	42	43
Sweden	24	22	32	27	32
Norway	31	25	39	33	31
Netherlands	44	44	57	63	47
Belgium-Luxembourg	22	22	31	25	31
Spain	85	105	152	201	138
Portugal	29	31	37	58	36
Ireland	42	52	36	45	47
Greece	40	63	84	88	84
Other Western Europe	19	23	28	27	26
Other Europe and Mediterranean	115	167	208	193	202
Israel	62	110	124	100	95
Other	53	57	84	93	107
Caribbean and Central America	390	408	504	570	685
Bermuda	63	62	69	80	110
Bahamas	127	120	144	136	151
Jamaica	95	90	105	109	122
Other British West Indies	44	56	60	95	87
Netherlands West Indies	18	28	40	55	60
Other West Indies & Central America	43	52	86	95	155
South America	90	92	113	132	209
Other Areas	279	295	400	409	450
Japan	97	88	121	123	102
Hong Kong	53	50	70	65	75
Australia-New Zealand	34	47	50	48	55
Other	95	110	159	173	218

TABLE 52 (Continued)

TRAVEL PAYMENTS OF U.S. TRAVELERS IN FOREIGN COUNTRIES, BY AREA 1970-1982
(Millions of Dollars)

	1975	1976	1977	1978	1979
Total Travel Payments	$6,417	$6,856	$7,451	$8,475	$9,413
Canada	1,306	1,371	1,433	1,407	1,599
Mexico	1,637	1,723	1,918	2,121	2,460
Mexican Border Area	1,047	1,007	1,165	1,128	1,291
Overseas	3,474	3,762	4,100	4,947	5,354
Europe and Mediterranean[a]	1,918	2,150	2,398	2,942	3,185
Western Europe	1,709	1,885	2,103	2,600	2,842
United Kingdom	404	494	585	771	826
France	226	254	233	287	355
Italy	194	207	240	260	300
Switzerland	121	129	145	153	158
Germany	174	195	203	220	283
Austria	65	70	73	75	84
Denmark	43	38	51	70	54
Sweden	29	37	40	52	38
Norway	44	40	37	49	47
Netherlands	60	58	49	65	71
Belgium-Luxembourg	39	35	34	37	50
Spain	135	117	151	213	200
Portugal	19	14	37	53	58
Ireland	55	83	97	110	115
Greece	73	90	102	140	163
Other Western Europe	28	24	26	45	40
Other Europe and Mediterranean	209	265	295	342	343
Israel	57	118	146	144	157
Other	152	147	149	198	186
Caribbean and Central America	787	784	790	888	1,019
Bermuda	118	133	123	136	164
Bahamas	161	168	158	198	224
Jamaica	118	109	100	118	122
Other British West Indies	103	125	144	153	190
Netherlands West Indies	97	102	106	114	138
Other West Indies & Central America	190	147	159	169	181
South America	242	232	254	306	288
Other Areas	527	596	658	811	862
Japan	131	145	149	155	142
Hong Kong	75	74	87	113	137
Australia-New Zealand	54	82	92	123	153
Other	267	295	330	420	430

TABLE 52 (Continued)

TRAVEL PAYMENTS OF U.S. TRAVELERS IN FOREIGN COUNTRIES, BY AREA 1970-1982
(Millions of Dollars)

	1980	1981	1982
Total Travel Payments	$10,397	$11,479	$12,394
Canada	1,817	2,070	1,936
Mexico	2,564	2,862	3,324
Mexican Border Area	1,416	1,648	2,089
Overseas	6,016	6,547	7,134
Europe and Mediterranean[a]	3,412	3,587	3,787
Western Europe	3,021	3,123	3,413
United Kingdom	903	952	895
France	383	375	464
Italy	360	301	490
Switzerland	150	127	206
Germany	322	361	411
Austria	104	74	145
Denmark	49	65	48
Sweden	42	65	45
Norway	51	89	55
Netherlands	95	75	97
Belgium-Luxembourg	44	45	57
Spain	173	208	153
Portugal	69	41	45
Ireland	103	84	104
Greece	139	171	145
Other Western Europe	34	90	53
Other Europe and Mediterranean	391	464	374
Israel	179	192	166
Other	212	272	208
Caribbean and Central America	1,134	1,277	1,349
Bermuda	191	192	230
Bahamas	262	243	340
Jamaica	118	127	153
Other British West Indies	189	252	188
Netherlands West Indies	157	249	155
Other West Indies & Central America	217	214	283
South America	392	383	380
Other Areas	1,078	1,300	1,618
Japan	185	214	272
Hong Kong	145	151	197
Australia-New Zealand	234	343	367
Other	514	592	782

[a] Includes all European countries, Algeria, Cyprus, Egypt, Israel, Lebanon, Libya, Malta, Morocco, Syria, Tunisia, and Turkey.

Note: Includes shore expenditures of cruise travelers.

TABLE 53

U.S. RECEIPTS FROM FOREIGN VISITORS IN THE UNITED STATES 1970-1982
(Millions of Dollars)

	1970	1971	1972	1973	1974
Total U.S. Travel Receipts	$2,331	$2,534	$2,817	$3,412	$4,032
Canada	859	888	928	1,072	1,225
Mexico	583	681	720	830	1,142
U.S. Border Area	520	516	525	598	858
Overseas	889	965	1,169	1,510	1,665
Western Europe	318	367	452	559	570
United Kingdom	51	67	96	126	142
France	39	48	63	76	63
Germany	67	79	93	137	126
Italy	29	33	40	46	43
Netherlands	19	22	23	27	28
Sweden	14	13	18	19	22
Switzerland	15	16	21	23	27
Other	84	89	98	105	119
Caribbean and Central America	170	163	169	205	216
South America	164	162	174	198	237
Other Areas	237	273	374	548	642
Japan	101	134	205	334	402

	1975	1976	1977	1978	1979
Total U.S. Travel Receipts	$4,697	$5,742	$6,150	$7,183	$8,441
Canada	1,561	1,983	2,150	2,248	2,092
Mexico	1,311	1,364	1,316	1,456	1,975
U.S. Border Area	972	1,023	967	951	1,266
Overseas	1,825	2,395	2,684	3,479	4,374
Western Europe	611	852	1,003	1,323	1,667
United Kingdom	144	183	205	308	375
France	68	96	121	140	180
Germany	145	206	263	333	440
Italy	41	59	61	70	84
Netherlands	36	49	57	84	97
Sweden	23	37	40	54	N.A.
Switzerland	32	43	51	72	N.A.
Other	122	179	205	262	N.A.
Caribbean and Central America	206	289	276	322	375
South America	303	360	455	660	793
Other Areas	705	894	950	1,174	1,539
Japan	410	439	450	539	699

TABLE 53 (Continued)

U.S. RECEIPTS FROM FOREIGN VISITORS IN THE UNITED STATES 1970-1982
(Millions of Dollars)

	1980	1981	1982
Total U.S. Travel Receipts	$10,131	$12,163	$11,293
Canada	2,501	2,672	2,624
Mexico	2,522	3,775	2,848
U.S. Border Area	1,614	2,547	2,058
Overseas	5,108	5,716	5,821
Western Europe	1,942	2,152	2,071
United Kingdom	469	535	457
France	216	235	230
Germany	500	557	533
Italy	96	96	94
Netherlands	108	118	115
Sweden	N.A.	N.A.	N.A.
Switzerland	N.A.	N.A.	N.A.
Other	N.A.	N.A.	N.A.
Caribbean and Central America	417	474	517
South America	977	1,108	1,125
Other Areas	1,772	1,982	2,108
Japan	774	865	952

N.A.–Not available.

TABLE 54

INTERNATIONAL TRAVEL BY U.S. RESIDENTS BY AREA
(Thousands)

	1970	1971	1972	1973	1974	1975	1976
Canada[a]	12,994	13,645	13,067	13,523	12,735	12,499	11,658
Mexico	2,102	2,274	2,584	2,830	2,911	2,786	2,672
Total Overseas	5,260	5,667	6,790	6,933	6,467	6,354	6,897
Sea	120	95	73	57	47	36	55
Air	5,140	5,572	6,717	6,876	6,420	6,318	6,842
Europe and Mediterranean	2,898	3,202	3,843	3,915	3,325	3,185	3,523
Western Europe	2,783	3,030	3,666	3,720	3,118	2,990	3,295
Caribbean and Central America	1,663	1,736	1,992	2,032	2,147	2,065	2,201
South America	249	254	338	383	423	447	436
Other Areas	450	475	617	603	572	657	737
Total All Countries	20,356	21,586	22,441	23,286	22,113	21,639	21,227

	1977	1978	1979	1980	1981	1982
Canada[a]	11,451	11,277	10,909	10,963	10,968	10,974
Mexico	2,736	3,073	3,430	3,443	N.A.	3,580
Total Overseas	7,390	7,790	7,835	8,163	8,040	8,510
Sea	30	27	25	N.A.	N.A.	N.A.
Air	7,360	7,763	7,810	N.A.	N.A.	N.A.
Europe and Mediterranean	3,920	4,105	4,068	3,934	3,931	4,144
Western Europe	3,663	3,914	3,866	3,746	N.A.	N.A.
Caribbean and Central America	2,203	2,365	2,533	2,624	2,453	2,637
South America	483	515	434	594	567	529
Other Areas	784	805	800	1,011	1,089	1,200
Total All Countries	21,577	22,140	22,174	22,569	-	23,064

Note: Excludes cruise travelers.

[a] Persons staying 1 or more nights.

Source: U.S. Department of Commerce, Bureau of Economic Analysis, based on data of U.S. Department of Justice, Immigration and Naturalization Service; *Travel Between Canada and Other Countries*, Statistics Canada and *Basic Tourism Statistics*, Banamex, Banco Nacional de Mexico, S.A.

TABLE 55

INTERNATIONAL TOURISM TO THE UNITED STATES, 1977-1982

Origin	1977 Arrivals (000)	Share of Total	1982 Arrivals (000)	Share of Total	Change in Volume (000)	Percent Change 1977-1982
Canada	12,083	64.9%	10,430	47.6	-1,653	- 13.7%
Mexico	2,030	10.9	2,600	11.9	+ 570	28.1
Overseas Countries	4,497	24.2	8,886	40.5	+4,389	97.6
Europe	1,881	10.1	3,800	17.3	+1,919	102.0
United Kingdom	533	2.9	1,298	5.9	+ 765	143.5
West Germany	369	2.0	668	3.0	+ 299	81.0
France	216	1.2	426	1.9	+ 210	97.2
Italy	122	0.7	234	1.1	+ 112	91.8
Netherlands	104	0.6	191	0.9	+ 87	83.7
Switzerland	89	0.5	162	0.7	+ 73	82.0
Sweden	76	0.4	154	0.7	+ 78	102.6
Spain	59	0.3	125	0.6	+ 66	111.9
Ireland	32	0.2	89	0.4	+ 57	178.1
Belgium	45	0.2	84	0.4	+ 39	86.7
Norway	41	0.2	76	0.3	+ 35	85.4
Denmark	34	0.2	55	0.3	+ 21	61.8
Austria	26	0.1	53	0.2	+ 27	103.8
South America	574	3.1	1,308	6.0	+ 734	127.9
Venezuela	194	1.0	550	2.5	+ 356	183.5
Brazil	64	0.3	238	1.1	+ 174	271.9
Colombia	88	0.5	213	1.0	+ 125	142.0
Peru	33	0.2	78	0.4	+ 45	136.4
Argentina	72	0.4	75	0.3	+ 3	4.2
Ecuador	42	0.2	54	0.2	+ 12	28.6
Central America	194	1.0	274	1.3	+ 80	41.2
Guatemala	46	0.2	86	0.4	+ 40	87.0
Panama	31	0.2	51	0.2	+ 20	64.5
Caribbean	384	2.0	647	3.0	+ 263	68.5
Bahamas	101	0.5	204	0.9	+ 103	102.0
Jamaica	60	0.3	128	0.6	+ 68	113.3
Trinidad & Tobago	32	0.2	104	0.5	+ 72	225.0
Dominican Republic	68	0.4	73	0.3	+ 5	7.4
Asia & Middle East	1,146	6.2	2,286	10.4	+1,140	99.5
Japan	749	4.0	1,447	6.6	+ 698	93.2
Taiwan	26	0.1	118	0.5	+ 92	353.8
Israel	53	0.3	118	0.5	+ 65	122.6
Philippines	34	0.2	86	0.4	+ 52	152.9
India	34	0.2	86	0.4	+ 52	152.9
Hong Kong	36	0.2	84	0.4	+ 48	133.3
Saudi Arabia	N.A.	N.A.	53	0.2	N.A.	N.A.
Oceania	236	1.3	385	1.8	+ 149	63.1
Australia	155	0.8	255	1.2	+ 100	64.5
New Zealand	66	0.4	106	0.5	+ 40	60.6
Africa	81	0.4	186	0.8	+ 105	129.6
South Africa	28	0.2	54	0.2	+ 26	92.9
Nigeria	N.A.	N.A.	49	0.2	N.A.	N.A.
Total All Countries	18,610	100.0%	21,916	100.0%	+3,306	17.8%

Source: United States Travel and Tourism Administration, U.S. Department of Commerce.

TABLE 56

FOREIGN VISITOR ARRIVALS IN THE U.S. BY AREA OF RESIDENCE, 1970-1982

Area	Arrivals	Percent Change	Arrivals	Percent Change	Arrivals	Percent Change	Arrivals	Percent Change	Arrivals	Percent Change
	1970		1972		1973		1974		1975	
Europe	981,610	10.7	1,301,385	17.0	1,605,100	23.3	1,508,455	- 6.0	1,477,858	- 2.0
South America	319,022	12.8	312,318	- 0.1	355,149	13.7	394,753	11.2	431,115	9.2
Central America	111,281	6.3	117,719	3.7	132,992	13.0	142,128	6.9	138,014	- 2.9
West Indies	372,547	4.9	333,170	5.5	359,886	8.0	359,448	- 0.1	337,684	- 6.1
Oceania	120,882	22.4	153,072	23.3	187,081	22.2	172,150	- 8.0	184,747	7.3
Asia	357,494	39.1	609,282	25.5	845,482	38.8	992,213	17.4	1,002,137	1.0
Africa	27,597	19.9	34,649	7.0	41,269	19.1	47,798	15.8	52,721	10.3
Other Overseas	94	-30.9	63	-11.3	30	-52.4	634	2,013.3	64	-89.9
Total Overseas	2,290,527	14.0	2,861,658	14.6	3,526,989	23.2	3,617,579	2.6	3,624,340	0.2
Mexico	1,085,772	5.1	1,377,143	17.6	1,619,451	17.6	1,840,849	13.7	2,155,651	17.1
Canada	8,986,000	4.4	8,818,318	a	8,808,724	- 0.1	8,664,825	- 1.6	9,918,127	14.5
GRAND TOTAL	12,362,299	6.1	13,057,119		13,955,164	6.9	14,123,253	1.2	15,698,118	11.2
	1976		1977		1978		Estimate 1979		Estimate 1982	
Europe	1,885,822	27.6	1,880,995	- 0.3	2,478,783	31.8	3,100,000	25.1	3,800,000	- 9
South America	510,193	18.3	573,679	12.4	775,109	35.1	1,020,000	31.9	1,308,000	- 5
Central America	176,597	28.0	194,171	10.0	237,118	22.1	270,000	13.9	274,000	- 1
West Indies	395,964	17.3	384,073	- 3.0	464,473	20.9	530,000	14.1	647,000	12
Oceania	249,731	35.2	236,194	- 5.4	282,338	19.5	325,000	15.1	385,000	12
Asia	1,146,373	14.4	1,146,302	0.0	1,421,110	24.0	1,640,000	15.4	2,286,000	9
Africa	74,320	41.0	81,170	9.2	101,952	25.6	115,000	12.8	186,000	- 4
Other Overseas	47	-26.6	79	68.1	40	-49.4	-	-	-	-
Total Overseas	4,439,047	22.5	4,496,663	1.3	5,760,923	28.1	7,000,000	21.5	8,886,000	- 2
Mexico	1,920,509	-10.9	2,029,745	5.7	2,142,420	5.6	2,300,000	7.4	2,600,000	-32
Canada	11,163,683	12.6	12,083,386	8.2	11,938,839	- 1.2	10,716,068	-10.2	10,430,000	- 5
GRAND TOTAL	17,523,239	11.6	18,609,794	6.2	19,842,182	6.6	20,016,068	0.9	21,916,000	- 8

[a] The data for 1972 are not actually comparable to 1971. Local bus traffic, previously excluded (considered daily travel), is now included in the 1972 bus figures. In 1971, the figures included crews of planes, buses, trains, boats and commercial trucks which are excluded in 1972.

Source: *Summary and Analysis of International Travel To/from the United States: Calendar Year 1978 and Historical Series from 1970* (Washington, D.C.: United States Travel Service, U.S. Department of Commerce) and estimates from United States Travel and Tourism Administration.

TABLE 57

TOP TWENTY COUNTRIES GENERATING VISITORS TO THE UNITED STATES, 1970-1982

Country	Rank	Arrivals	% Change	Rank	Arrivals	% Change	Rank	Arrivals	% Change
		1970			1971			1972	
Canada	1	8,986,000	4.4	1	9,072,000	1.0	1	8,818,318	- 2.8
Mexico	2	1,085,772	5.1	2	1,170,583	7.8	2	1,377,143	17.6
Japan	4	207,455	55.7	4	311,065	49.9	3	417,048	34.1
United Kingdom	3	292,752	5.1	3	325,555	11.2	4	388,710	19.4
Germany	5	177,528	17.1	5	203,010	14.4	5	237,329	16.9
Venezuela	10	63,816	- 3.4	10	64,681	1.4	10	71,711	10.9
France	7	116,347	10.9	6	133,604	14.8	6	155,348	16.3
Australia	9	75,815	26.0	9	70,860	- 6.5	9	89,626	26.5
Italy	8	80,286	19.0	8	93,421	16.4	7	111,460	19.3
Netherlands	13	49,171	11.2	11	58,748	19.5	12	62,196	5.9
Bahamas	6	127,290	17.3	7	96,767	-24.0	8	103,607	7.1
Switzerland	18	34,867	10.3	17	38,534	10.5	16	47,899	24.3
Iran	N.A.	N.A.	-	N.A.	N.A.	-	N.A.	N.A.	-
Colombia	12	50,879	5.4	12	55,599	9.3	11	66,375	19.4
Argentina	15	46,575	14.7	16	46,802	0.5	20	34,744	-25.8
Sweden	17	35,814	9.3	18	36,930	3.1	17	46,529	26.0
Brazil	16	45,140	23.0	15	47,464	5.1	14	54,755	15.4
New Zealand	26	24,720	17.6	24	25,173	1.8	19	35,832	42.3
Jamaica	14	46,796	5.7	14	51,767	10.6	13	58,251	12.5
Dominican Republic	11	59,516	- 6.1	13	51,853	-12.9	15	54,572	5.2
Total Arrivals		12,362,299	6.1		12,739,006	3.0		13,057,119	a
		1973			1974			1975	
Canada	1	8,808,724	- 0.1	1	8,664,825	- 1.6	1	9,918,127	14.5
Mexico	2	1,619,451	17.6	2	1,840,849	13.7	2	2,155,651	17.1
Japan	3	638,330	53.1	3	763,215	19.6	3	746,124	- 2.2
United Kingdom	4	479,357	23.3	4	450,077	- 6.1	4	437,667	- 2.8
Germany	5	331,922	39.9	5	295,873	-10.9	5	297,964	0.7
Venezuela	10	80,647	12.5	10	88,611	9.9	8	104,541	18.0
France	6	189,385	21.9	6	165,703	-12.5	6	157,394	- 5.0
Australia	8	109,160	21.8	7	113,418	3.9	7	121,255	6.9
Italy	7	119,585	7.3	8	109,210	- 8.7	9	102,279	- 6.3
Netherlands	12	73,468	18.1	13	70,850	- 3.6	12	73,961	4.4
Bahamas	9	103,594	0.0	9	91,902	-11.3	11	77,514	-15.7
Switzerland	15	60,485	26.3	14	67,535	11.7	15	66,361	- 1.7
Iran	N.A.	N.A.	-	N.A.	N.A.	-	26	30,800	-
Colombia	13	64,404	- 3.0	17	60,265	- 6.4	17	58,851	- 2.3
Argentina	20	39,874	14.8	15	62,497	56.7	14	69,024	10.4
Sweden	17	51,005	9.6	18	50,237	- 1.5	18	53,626	6.7
Brazil	11	78,522	43.4	11	85,490	8.9	10	102,205	19.6
New Zealand	18	48,009	34.0	19	48,009	0.0	19	51,382	7.0
Jamaica	16	58,687	0.7	16	61,709	5.1	13	71,997	16.7
Dominican Republic	14	61,937	13.5	12	75,301	21.6	16	65,036	-13.6
Total Arrivals		13,955,164	6.9		14,123,253	1.2		15,698,118	11.2

TABLE 57 (Continued)

TOP TWENTY COUNTRIES GENERATING VISITORS TO THE UNITED STATES, 1970-1982

Country	Rank	Arrivals	% Change	Rank	Arrivals	% Change	Rank	Arrivals	% Change
		1976			1977			1978	
Canada	1	11,163,683	12.6	1	12,083,386	8.2	1	11,938,839	- 1.2
Mexico	2	1,920,509	-10.9	2	2,029,745	5.7	2	2,142,420	5.6
Japan	3	772,386	3.5	3	748,743	- 3.1	3	886,447	18.4
United Kingdom	4	538,486	23.0	4	533,244	- 1.0	4	757,127	42.0
Germany	5	365,553	22.7	5	368,587	0.8	5	485,784	31.8
Venezuela	8	152,003	45.4	7	208,263	37.0	6	303,948	45.9
France	6	217,284	38.1	6	215,554	- 0.8	7	259,818	20.5
Australia	7	168,470	38.9	8	155,174	- 7.9	8	179,496	15.7
Italy	9	131,375	28.4	9	122,108	- 7.1	9	153,002	25.3
Netherlands	12	94,936	28.4	10	103,736	9.3	10	141,021	35.9
Bahamas	11	96,335	24.3	11	100,702	4.5	11	132,758	31.8
Switzerland	13	91,206	37.4	12	89,285	- 2.1	12	122,178	36.8
Iran	20	56,835	84.5	14	83,376	46.7	13	117,260	40.6
Colombia	15	76,432	29.9	13	89,045	16.5	14	114,590	28.7
Argentina	21	54,795	-20.6	15	76,549	39.7	15	107,015	39.8
Sweden	16	75,270	40.4	16	75,718	0.6	16	98,515	30.1
Brazil	10	105,424	3.1	18	66,268	-37.1	17	88,302	33.2
New Zealand	18	65,160	26.8	19	65,770	0.9	18	83,479	26.9
Jamaica	14	83,313	15.7	20	60,441	-27.5	19	73,354	21.4
Dominican Republic	17	66,888	2.8	17	67,755	1.3	20	73,052	7.8
Total Arrivals		17,523,239	11.6		18,609,794	6.2		19,842,182	6.6

Country	Rank	Arrivals	% Change	Country	Rank	Arrivals	% Change
		Estimate 1979				Estimate 1982	
Canada	1	10,716,068	-10.2	Canada	1	10,430,000	- 5
Mexico	2	2,300,000	7.4	Mexico	2	2,600,000	-32
Japan	3	1,020,000	15.1	Japan	3	1,447,000	7
United Kingdom	4	1,000,000	32.1	United Kingdom	4	1,298,000	-18
West Germany	5	600,000	23.5	West Germany	5	668,000	- 5
Venezuela	6	390,000	28.3	Venezuela	6	550,000	4
France	7	325,000	25.1	France	7	426,000	4
Australia	8	207,000	15.3	Australia	8	255,000	15
Italy	9	175,000	14.4	Brazil	9	238,000	24
Netherlands	10	170,000	20.5	Italy	10	234,000	2
Argentina	11	166,000	55.1	Colombia	11	213,000	6
Bahamas	12	159,000	19.8	Bahamas	12	204,000	17
Switzerland	13	150,000	22.8	Netherlands	13	191,000	- 3
Colombia	14	148,000	29.2	Switzerland	14	162,000	- 4
Sweden	15	128,000	29.9	Sweden	15	154,000	- 8
Brazil	16	106,000	20.0	Jamaica	16	128,000	19
New Zealand	17	96,000	15.0	Spain	17	125,000	-
Israel	18	91,000	N.A.	Taiwan	18	118,000	35
Jamaica	19	88,000	20.0	Israel	19	118,000	- 3
Spain	20	85,000	25.3	New Zealand	20	106,000	4
Total Arrivals		20,016,068	0.9	Total Arrivals		19,665,000	

[a] The data for 1972 are not actually comparable to 1971. Local bus traffic, previously excluded (considered daily travel), is now included in the 1972 bus figures. In 1971, the figures included crews of planes, buses, trains, boats and commercial trucks which are excluded in 1972.

Source: *Summary and Analysis of International Travel To/from the United States: Calendar Year 1978 and Historical Series from 1970* (Washington, D.C.: United States Travel Service, U.S. Department of Commerce) and estimates from United States Travel and Tourism Administration.

TABLE 58

AVERAGE EXPENDITURES OF U.S. TRAVELERS OVERSEAS, BY AREA

Destination	1977	1978	1979	1980	1981	1982
Total Overseas	$ 543	$ 624	$ 672	$ 726	$ 802	$ 827
Europe and Mediterranean	612	717	783	867	912	914
Western Europe	574	664	735	806	N.A.	N.A.
Caribbean and Central America	320	340	367	398	483	476
South America	526	594	664	658	674	715
Other overseas	839	1,007	1,078	1,064	1,191	1,346

Source: Bureau of Economic Analysis, U.S. Department of Commerce.

TABLE 59

AVERAGE EXPENDITURES OF OVERSEAS VISITORS IN THE UNITED STATES, BY AREA

Origin	1977	1978	1979	1980	1981	1982
Total Overseas	$595	$604	$605	$662	$708	$764
Western Europe	532	533	532	576	609	675
Caribbean and Central America	478	458	439	499	545	573
South America	794	854	797	836	908	960
Other overseas	645	650	686	759	809	852

Source: Bureau of Economic Analysis, U.S. Department of Commerce.

PART II

CANADA

XIV

TOURIST VISITS

This chapter includes information on visits to Canada's National Parks, Historic Parks and Sites, and Provincial Parks. These data provide an indication of the relative popularity, frequency of use, and importance from one province to another. Also included in the chapter are tables on total travelers and out-of-province visitors, as well as average length of stay and party size. The data appear in Tables 60-66.

National Parks, Historic Parks and Sites

The National Parks and Historic Parks and Sites are administered by Parks Canada. Public use of the various facilities and services provided by Parks Canada is detailed in their annual statistical reference.[1] Tables 60-62 provide highlights from this report, reporting total and overnight visits to National Parks and total visits to Historic Parks and Sites for fiscal years 1970-71 to 1982-83 by province.

Alberta ranked first in visits to National Parks in 1982-83, with 6.5 million, followed by British Columbia with 6.4 million, Prince Edward Island with 1.7 million, New Brunswick with 1.2 million, and Nova Scotia with 1.1 million (See Table 60). Total visits increased from 13.6 million in 1970-71 to 20.5 million in 1982-83. This was an increase of approximately 6.9 million or 50.7 percent. After reaching a series high in 1980-81 (21.2 million), visitation dropped off in 1981-82 and 1982-83 (20.9 and 20.5 million respectively). .

Table 61 provides overnight visits to National Park areas by party-nights. A party-night is one person or a group of persons occupying one campground site for one overnight stay. Party size is not determined; therefore, the exact number of overnight users is not known. Alberta continued to lead with 363,000 party-nights. This is almost half the total party-nights recorded in 1982-83 (730,000). British Columbia was second with 86,000, followed by Nova Scotia with 55,000, Quebec with 42,000, Prince Edward Island with 38,000, and New Brunswick with 37,000.

Visits to National Historic Parks and Sites are presented in Table 62 for the 13 year period 1970-71 to 1982-83. Newfoundland ranked first with 1.5 million visits, followed by Nova Scotia with 1.4 million, Quebec with 0.9 million, Ontario with 0.4 million, and British Columbia with 0.3 million during 1982-83. Visits to National Historic Parks totaled 5.1 million, up 366,000 or 7.7 percent over 1981-82.

Provincial Parks

Most of the provincial governments of Canada have established parks within their boundaries. Some of these, particularly in Quebec and Ontario, are wilderness areas set aside in order that some portion of the country might be retained in their natural state. However, most of the parks are smaller areas of exceptional scenic or other interests, which are easily accessible, are equipped with camping and picnic facilities, and receive heavy use.

---

[1] *Park-Use Statistics*, Socio-Economic Division, Program Management, Parks Canada, Ottawa, Ontario, Canada.

Table 63 provides visits to provincial parks. Unfortunately data were not available for all provinces. Of those reporting in 1982, British Columbia was the leader with 15.6 million visits, followed by Ontario with 6.6 million, Quebec with 6.1 million, Manitoba with 4.4 million, New Brunswick with 2.5 million, and Newfoundland with 2.1 million. Data for Alberta (fourth in 1980) and Saskatchewan (sixth in 1980) were not available.

Overnight visits, given in Table 64, show Ontario the leader (3.6 million visits). British Columbia with 2.3 million overnights was second, followed by Quebec with 1.3 million, Manitoba with 1.3 million, Newfoundland with 0.4 million and New Brunswick with 0.3 million. Again, data for Alberta and Saskatchewan were not available.

Visitors

Table 65 provides available data on the number of out-of-province visitors regardless of purpose of trip or mode of transportation. Data are available for ten of the twelve provinces. Ontario, reporting 26.5 million out-of-province visitors ranked first. British Columbia was second with 9.7 million, followed by British Columbia with 5.9 million, New Brunswick with 4.0 million, Quebec with 3.3 million, Saskatchewan with 1.6 million, and Nova Scotia with 1.2 million. Other provinces reporting figures were Prince Edward Island with 0.6 million, the Yukon with 0.4 million and Newfoundland with 0.2 million.

Chapter XVII on transportation includes data on the number of motorists entering the provinces.

Length of Stay and Size of Party

Two important factors in determining the impact of tourism are length of stay and party size. Table 66 shows Newfoundland reporting the longest length of stay with 8.6 days. The Northwest Territories with 7.0 days was next, followed by Alberta with 6.1 days, Nova Scotia with 5.9 days and British Columbia and the Yukon with 5.0 days. On the other end of the scale was Saskatchewan reporting 2.1 days.

With regard to party size, the provinces are clustered fairly close. At one end of the scale was Quebec with 3.0 people per party while Alberta with 1.9 people was at the other end of the measure. Two provinces reported a party size of 2.5 (British Columbia and Prince Edward Island), and two reported 2.7 (Saskatchewan and the Yukon). Manitoba reported 2.9 people per party, the Northwest Territories 2.8 people, New Brunswick 2.6 people, Nova Scotia 2.4 people, Ontario 2.3 people and Newfoundland 2.1 people.

TABLE 60

TOTAL VISITS TO NATIONAL PARK SERVICE AREAS, 1970-71 to 1982-83[a]

(In Thousands of Visits)

Province	Source	1970-71	1971-72	1972-73	1973-74	1974-75	1975-76	1976-77	1977-78	1978-79	1979-80
Alberta	210	4,445.8	4,824.9	4,826.8	5,179.2	5,470.8	4,991.8	5,546.6	5,751.8	5,985.8	6,549.1
British Columbia	210	3,463.8	4,154.2	4,286.3	5,987.1	6,692.5	5,550.7	5,528.7	6,068.4	6,202.7	6,771.3
Manitoba	210	755.5	752.3	783.9	916.6	883.5	794.7	915.3	965.4	951.4	953.0
New Brunswick	210	658.3	737.5	743.4	922.6	987.0	893.8	944.2	979.0	1,105.4	1,088.4
Newfoundland	210	353.0	301.5	268.5	317.2	356.9	252.4	349.7	446.3	623.4	702.5
Northwest Territories									0.7	0.6	0.5
Nova Scotia	210	912.6	900.9	920.8	1,057.7	1,032.3	933.8	948.4	1,026.4	1,020.4	1,019.5
Ontario	210	782.2	778.2	621.4	823.1	764.8	699.1	619.3	723.0	734.0	813.9
Prince Edward Island	210	2,094.0	1,836.3	1,210.6	1,118.0	1,542.9	1,595.0	1,363.6	1,427.0	1,570.9	1,625.8
Quebec	210			160.8	306.8	397.4	509.9	605.5	810.5	882.8	946.5
Saskatchewan	210	142.4	145.8	166.2	168.9	164.1	139.4	149.7	185.6	212.8	216.7
Yukon	210									6.1	7.0

Province	Source	1980-81	1981-82	1982-83
Alberta	210	6,839.0	6,775.8	6,467.8
British Columbia	210	7,161.7	6,694.4	6,403.6
Manitoba	210	839.3	842.4	870.9
New Brunswick	210	1,120.2	1,115.9	1,240.5
Newfoundland	210	660.0	731.6	719.5
Northwest Territories	210	0.4	0.9	0.8
Nova Scotia	210	1,054.6	1,062.6	1,073.7
Ontario	210	786.6	763.3	808.1
Prince Edward Island	210	1,524.2	1,590.7	1,666.2
Quebec	210	979.4	998.9	885.2
Saskatchewan	210	233.7	260.7	250.2
Yukon	210	28.9	53.2	64.7

[a] Figures given for fiscal year April 1 to March 31.

TABLE 61

OVERNIGHT VISITS TO NATIONAL PARK SERVICE AREAS, 1970-71 to 1982-83[a]

(In Thousands of Party-Nights)[b]

Province	Source	1970-71	1971-72	1972-73	1973-74	1974-75	1975-76	1976-77	1977-78	1978-79	1979-80
Alberta	210	315	340	341	352	360	340	354	365	379	400
British Columbia	210	63	83	117	118	118	93	74	79	81	91
Manitoba	210	27	28	30	33	33	28	32	30	32	33
New Brunswick	210	53	51	52	45	52	43	38	41	43	42
Newfoundland	210	23	24	24	29	34	24	34	33	37	37
Nova Scotia	210	56	66	65	65	64	58	56	56	59	57
Ontario	210	23	22	13	13	13	11	10	13	10	11
Prince Edward Island	210	45	46	48	46	47	43	43	39	41	41
Quebec	210		5	5	8	12	14	17	22	28	36
Saskatchewan	210	20	23	21	21	23	22	26	28	28	30
Yukon	210									1	1

Province	Source	1980-81	1981-82	1982-83
Alberta	210	384	392	363
British Columbia	210	86	86	86
Manitoba	210	27	30	30
New Brunswick	219	36	38	37
Newfoundland	210	32	33	32
Nova Scotia	210	52	53	55
Ontario	210	17	11	12
Prince Edward Island	210	39	39	38
Quebec	210	34	40	42
Saskatchewan	210	29	33	34
Yukon	210	-	1	1

[a] Figures represent attendance at all campgrounds in National Parks reporting use from April 1 to October 31.

[b] A party-night is one person or a group of persons occupying one campground site for one overnight stay.

TABLE 62

VISITS TO NATIONAL HISTORIC PARKS AND MAJOR SITES BY PROVINCE, 1970-71 to 1982-83

(In Thousands of Visits)

Province	Source	1970-71	1971-72	1972-73	1973-74	1974-75	1975-76	1976-77	1977-78	1978-79	1979-80
Alberta	210	-	20	15	15	13	20	22	22	21	27
British Columbia	210	197	216	227	230	273	294	253	237	257	283
Manitoba	210	249	251	306	229	242	120	136	128	133	141
New Brunswick	210	166	204	250	237	237	204	176	167	174	159
Newfoundland	210	575	719	733	1,001	1,082	932	1,052	1,036	964	1,017
Nova Scotia	210	1,403	1,554	1,551	1,727	2,164	1,686	1,592	1,287	1,376	1,437
Ontario	210	352	375	443	484	453	391	377	383	388	378
Prince Edward Island	210	50	59	79	156	148	178	136	108	105	96
Quebec	210	196	220	255	395	362	347	303	362	370	428
Saskatchewan	210	79	96	95	110	97	96	93	88	99	93
Yukon	210	27	41	67	69	71	84	78	109	129	123

Province	Source	1980-81	1981-82	1982-83
Alberta	210	25	24	29
British Columbia	210	292	287	277
Manitoba	210	161	176	149
New Brunswick	210	114	108	108
Newfoundland	210	1,059	1,123	1,529
Nova Scotia	210	1,395	1,351	1,343
Ontario	210	422	412	426
Prince Edward Island	210	89	88	86
Quebec	210	891	942	937
Saskatchewan	210	104	98	90
Yukon	210	135	141	142

TABLE 63

TOTAL VISITS TO PROVINCIAL PARK AREAS, 1970-1982
(In Thousands of Visits)

Province	Source	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Alberta[a]	211,219	5,187.1	4,765.2	4,473.6	4,560.6	5,241.5	5,331.1	5,208.6	5,565.6	3,800.2[e]	3,942.0
British Columbia	212	7,224.8	7,480.4	8,006.9	9,622.9	10,339.1	8,871.2	8,087.4	11,336.7	11,597.7	14,313.2
Manitoba[b]	219,223	2,649.3	3,058.6	3,230.0	3,782.5	3,710.5[a]	4,077.0[a]	4,269.0[a]	4,032.0[a]	4,006.5	4,165.9
New Brunswick	214	3,428.2	3,758.0	4,143.8	4,052.2	3,809.7	3,633.4	3,183.0	3,165.2	3,066.6	2,685.6
Newfoundland	215	1,184.1[c]	1,602.2[c]	1,753.0[c]	1,879.3[c]	2,249.6[c]	2,709.9	2,907.9	2,985.3	2,828.1	2,837.3
Nova Scotia	216	2,422.0[a]	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Ontario[a]	217	12,172.3	13,658.6	12,320.8	12,136.9	11,031.7	6,227.0	5,889.0	5,789.0	5,250.4[d]	5,469.5[d]
Prince Edward Island	218,219	837.0	894.3	743.5	802.5	846.0	873.8	780.0	688.0	692.0[a]	N.A.
Quebec	207,219	1,984.0	2,205.1	2,567.6	2,706.9	3,932.5	5,458.9[a]	5,778.6[a]	6,299.7[a]	7,091.5[a]	6,751.1[a]
Saskatchewan	219,220	2,404.1	2,396.8	2,792.9	3,139.9	2,904.6	3,154.9[b]	3,580.3[b]	3,271.9[b]	3,525.6[b]	3,540.6[b]

Province	Source	1980	1981	1982
Alberta	219	4,062.0	N.A.	N.A.
British Columbia	212	14,913.1	16,250.4	15,573.6
Manitoba	223	3,918.4	3,978.8	4,386.8
New Brunswick	214	2,622.3	2,531.5	2,488.6
Newfoundland	215	2,418.0	2,377.6	2,147.2
Nova Scotia	216	N.A.	N.A.	N.A.
Ontario[d]	217	5,517.2	6,245.5	6,572.8
Prince Edward Island[a]	218,219	537.1	574.2	535.3
Quebec[a]	207,219	6,614.7	7,082.2	6,120.3
Saskatchewan	219	3,289.0	N.A.	N.A.

[a] Fiscal year.

[b] From middle of May to mid-September.

[c] Visits to picnic grounds.

[d] April 1 to October 31.

[e] Change in method of calculation.

TABLE 64

OVERNIGHT VISITS TO PROVINCIAL PARK AREAS, 1970-1982

(In Thousands of Visits)

Province	Source	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Alberta[a]	211,219	554.4	688.1	686.4	719.6	717.6	791.3	815.7	174.2	930.7	945.0
British Columbia	212	1,266.4	1,106.6	1,144.3	1,451.0	1,626.7	1,787.9	1,714.1	1,833.1	1,953.6	2,309.7
Manitoba[b]	219,223	813.0	950.8	1,033.4	1,197.2	1,129.7	1,098.8[a]	1,125.0[a]	1,083.0[a]	1,077.0	1,106.5
New Brunswick	214	169.8	203.5	210.5	199.8	181.3	339.0	336.0	332.4	329.2	331.7
Newfoundland[b]	215	148.1	176.5	207.0	248.1	319.5	417.9	455.4	444.7	480.6	497.0
Nova Scotia	216,219	44.8[a,d]	51.3[a,d]	N.A.	49.0[f]	54.0[f]	63.0[f]	53.8[f]	54.5[f]	60.7[f]	59.7[f]
Ontario[a]	217	1,531.5	1,618.9	1,498.5	1,600.8	1,615.7	1,621.9	1,515.4	N.A.	3,441.3	3,567.6
Prince Edward Island	218,219	121.2	131.7	139.2	122.9	142.6	176.4	140.4	132.0	124.1[a]	152.0[a]
Quebec	207,219	588.7	655.0	703.6	721.7	1,048.6	1,212.2	1,212.4	1,251.9	1,529.6[a]	1,615.9[a]
Saskatchewan	219,220	45.1[e]	365.7[c]	468.5[c]	587.1[c]	592.7	N.A.	664.5[b]	686.8[b]	700.7[b]	726.0[b]

Province	Source	1980	1981	1982
Alberta	219	986.0	N.A.	N.A.
British Columbia	212	2,342.7	2,438.0	2,289.9
Manitoba[b]	223	1,139.4	1,279.9	1,280.8
New Brunswick	214	332.2	310.4	301.1
Newfoundland[b]	215	408.6	415.9	383.9
Nova Scotia	216	54.4	51.8	51.8
Ontario	217	3,502.0	3,580.3	3,609.6
Prince Edward Island[a]	218	152.2	146.2	91.6
Quebec[a]	207,219	1,682.2	1,559.8	1,344.9
Saskatchewan	219,220	736.0	N.A.	N.A.

[a] Fiscal year.
[b] Middle of May to mid-September.
[c] Camper days.
[d] Camping permits.
[e] Camping parties.
[f] Party nights.

TABLE 65

NUMBER OF OUT-OF-PROVINCE VISITORS, ALL TYPES, 1973-1982
(In Thousands of People)

Province	Source	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
Alberta	221								9,596.0	9,873.0	9,679.0
British Columbia	222			6,940.0	4,318.0	4,525.0	4,940.0	6,500.0	6,625.0	6,380.0	5,930.0
Manitoba	223	3,371.0	3,398.4	3,143.3	3,061.0	2,880.5	2,730.3	2,766.9	N.A.	N.A.	N.A.
New Brunswick	224						4,200.0	4,300.0	4,200.0	4,100.0	4,000.0
Newfoundland	225	227.9	245.2	253.2	242.0	227.1	240.3	264.3	268.9	263.1	221.9
Nova Scotia	226	1,315.5	1,303.5	1,371.3	1,248.0	1,239.8	1,174.2	1,175.4	1,145.1	1,172.1	1,153.6
Ontario	227	31,665.0	31,980.0	32,346.0	31,686.0	32,349.0	32,924.0	25,005.0	31,790.0	32,709.0	26,512.0
Prince Edward Island	239			584.4	582.9	N.A.	N.A.	600.0[a]	619.9[a]	583.6[a]	620.2[a]
Quebec	233	4,309.8	4,077.4	3,827.9	3,681.6	N.A.	2,744.0	N.A.	3,039.0	3,329.0	3,286.0
Saskatchewan	238	1,006.0	985.0	999.0	N.A.	N.A.	N.A.	1,566.0	1,609.0	1,604.0	1,564.0
Yukon[b]	251	311.4	325.3	318.1	306.8	300.2	362.9	362.2	340.4	386.8	365.1

[a] May 15–October 31.
[b] Border crossings.

TABLE 66

AVERAGE LENGTH OF STAY AND SIZE OF PARTY

Province	Source	Length of Stay (Days)	Number of People Per Party	Date
Alberta	221	6.1	1.9	1982
British Columbia	222	5.0	2.5	1982
Manitoba	223	4.1[b,f]	2.9	1982/1979
New Brunswick[c]	224	3.3	2.6	1980
Newfoundland	225	8.6	2.1	1982
Northwest Territories	209,257	7.0[b]	2.8[a]	1982/1978
Nova Scotia[a]	226	5.9	2.4	1980
Ontario	227	2.3[d]	2.3[e]	1981/1982
Prince Edward Island	239	3.7	2.5	1981
Quebec	207,233	4.2	3.0	1980/1975
Saskatchewan	238	2.1	2.7	1982/1980
Yukon[a]	251	5.0[b]	2.7	1978

[a] Auto visitors only.
[b] Summer visitors.
[c] Out-of-province overnight visitors, May 15–October 31.
[d] Visitors from other countries only.
[e] U.S. visitors entering by auto.
[f] Overnight visitors.

XV

TOURIST EXPENDITURES

Tourist expenditures provide an important measure of the economic significance of tourism. Although the information is not complete, available data are presented in Tables 67-69.

Estimated tourist or visitor expenditures 1970-1982 are shown in Table 67. Figures are available for 9 of the 12 provinces in 1982. Of the areas reporting, Quebec was the leader with $2.3 billion in tourist expenditures. Ontario, reporting only out-of-province visitor spending in 1982, was second ($2.3 billion). British Columbia with $2.0 billion was third, followed by Alberta with $1.4 billion. Other areas reporting were New Brunswick with $330 million, Newfoundland with $236 million, Nova Scotia with $195 million, the Yukon with $51 million and Prince Edward Island with $49 million.

Table 68 provides a breakdown of expenditures into per person per day and per visit and per party per day and per visit. On a per person per day basis the Northwest Territories was the leader reporting $150.00. The Yukon with $63.70, British Columbia with $35.00, Newfoundland with $31.02 and Prince Edward Island with $25.61 followed. Manitoba reporting a per person per day figure of $10.84 was at the low end of the scale. Per person per visit figures ranged from $36.88 in Manitoba to $1,000.00 in the Northwest Territories. Other areas reporting per person per visit figures over $100 were Newfoundland with $266.77, the Yukon with $190.50, British Columbia with $175.00, and Alberta with $168.67. Newfoundland was the leader in per party per visit expenditures with $566.39. The Yukon reporting $515.00 was second, followed by British Columbia with $437.50, Alberta with $314.58, and Nova Scotia with $210.25. Manitoba reported the lowest per party per visit expenditure with $106.95.

Table 69 provides a breakdown of per person per day average expenditures into lodging, food, transportation, other expenses and total. There are some differences between the figures in this table and those of Table 68, as breakdowns were not available for some of the more recent figures reported. Also, the reader should note that the figures reported for Ontario are per person per visit figures.

Six provinces reported food to be the largest expenditure per day (Alberta, British Columbia, New Brunswick, Nova Scotia, Prince Edward Island and Quebec). Three areas reported the highest expenditure to be for transportation (Newfoundland, Ontario, and Saskatchewan) and two areas reported other expenditures to be highest (Manitoba and the Yukon).

In terms of lodging, British Columbia reported the highest figure–$7.00. Newfoundland was second with $6.70. Saskatchewan's figure of $1.58 was the lowest. British Columbia's figure of $10.85 for food gave it the number one ranking. Newfoundland was second with $9.17, followed by Alberta with $9.15. Manitoba was low with a per day food expenditure of $2.32.

Newfoundland led in per person per day expenditures for transportation with $9.39, while British Columbia led in other expenditures with $8.75. British Columbia was second in transportation expenditures with $8.40 and the Yukon was second in other with $8.34.

TABLE 67

ESTIMATED TOURIST OR VISITOR EXPENDITURES, 1970-1982
(In Millions of Dollars)

Province	Source	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Alberta	221	$ 276.8	$ 298.0	$ 328.0	$ 351.0	N.A.	N.A.	$ 307.6	N.A.	$ 933.0	$1,032.0
British Columbia	222	474.0	522.0	548.0	660.0	$ 869.0	$ 970.0	1,180.0	$1,345.0	1,552.0	1,630.0
Manitoba	223	81.0[a]	78.0[a]	88.1[a]	97.0[a]	101.2[a]	105.9[a]	331.4	332.7	341.5	373.7
New Brunswick	224		53.1[a]	N.A.	N.A.	N.A.	N.A.	140.0	160.0	191.5	225.0
Newfoundland	225	68.4	N.A.	N.A.	30.0	34.0	38.6[a]	40.0[a]	40.6[a]	161.8	189.3
Northwest Territories	209	5.2[b]	5.5[b]	5.8[b]	6.2[b]	N.A	1.8[b]	N.A.	N.A.	20.0	20.0
Nova Scotia	226		121.0[a]	133.0[a]	149.0[a]	75.9[c]	88.3[c]	84.4[c]	98.5[c]	114.0[c]	131.0[c]
Ontario	227	1,846.1	1,997.8	2,073.3	N.A.	N.A.	N.A.	4,273.0	4,968.0	5,726.0	6,642.0
Prince Edward Island	239		15.6[a]	18.1[a]	25.4[a]	29.0[a]	30.1[a]	26.5[a]	N.A.	36.1[c]	38.6[c]
Quebec	207	782.8	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	310.0[a]	1,908.0
Saskatchewan	238	41.6[b]	46.4[b]	51.8[b]	61.3[b]	66.1[b]	75.0[b]	475.2	490.7	550.0	628.0
Yukon[a]	251	10.2	11.9	21.8	25.0	26.2	27.3	20.9	29.1	33.0	36.0

Province	Source	1980	1981	1982
Alberta	221	$1,177.0	$1,350.0	$1,420.0
British Columbia	222	1,800.0	2,020.0	2,009.0
Manitoba	223	N.A.	N.A.	N.A.
New Brunswick	224	259.8	290.0	330.0
Newfoundland	225	203.5	232.8	235.5
Northwest Territories	209	N.A.	N.A.	N.A.
Nova Scotia[c]	226	149.2	176.4	195.3
Ontario[a]	227	2,000.0	2,283.0	2,269.0
Prince Edward Island[c]	239	43.5	46.8	49.0
Quebec	233	1,913.6	529.0[a]	2,282.7
Saskatchewan	238	696.0	856.0	N.A.
Yukon	251	38.0	51.0	51.0

---

[a] Out-of-province visitors only.

[b] Out-of-province leisure visitors only.

[c] During visitor season only.

TABLE 68

AVERAGE TOTAL EXPENDITURES OF VISITORS IN PROVINCE

Province	Source	Per Person Per Day	Per Person Per Visit	Per Party Per Day	Per Party Per Visit	Date
Alberta[b]	221	$ 27.65	$168.67	$ 51.57	$314.58	1982
British Columbia	222	35.00	175.00	87.50	437.50	1982
Manitoba	223	10.84	36.88	31.46	106.95	1976
New Brunswick[c]	224	15.70	51.87	40.72	134.43	1980
Newfoundland	225	31.02	266.77	65.86	566.39	1982
Northwest Territories	209	150.00	1,000.00	N.A.	N.A.	1982
Nova Scotia	226	14.50	72.50	42.05	210.25	1973
Ontario	227	N.A.	39.63	N.A.	N.A.	1976
Prince Edward Island	239	25.61	74.69	64.94	190.13	1981
Quebec	207	15.00	51.00	43.00	150.00	1975
Saskatchewan	238	16.26	68.28	43.90	184.36	1980
Yukon[a]	251	63.70	190.50	172.00	515.00	1978

[a] Auto visitors only.

[b] Out-of-province visitors.

[c] Overnight non-resident automobile visitors.

TABLE 69

AVERAGE EXPENDITURE PER VISITOR PER DAY

Province	Source	Lodging	Food	Trans-portation	Other	Total	Year
Alberta	221	$ 5.27	$ 9.15	$ 5.82	$ 7.41	$27.65	1982
British Columbia	222	7.00	10.85	8.40	8.75	35.00	1982
Manitoba	223	2.92	2.32	1.90	3.56	10.70	1973
New Brunswick	224	3.14	5.48	3.78	3.30	15.70	1980
Newfoundland	225	6.70	9.17	9.39	5.76	31.02	1982
Nova Scotia	226	4.14	4.61	3.04	2.71	14.50	1973
Ontario[a]	227	6.15	10.86	12.92	9.70	39.63	1976
Prince Edward Island	239	6.08	8.44	3.36	7.73	25.61	1981
Quebec	207	4.32	4.93	2.56	2.55	14.36	1970
Saskatchewan	238	1.58	2.71	5.03	3.09	12.41	1979
Yukon	251	4.00	7.09	7.82	8.34	27.25	1975

[a] Per person per visit figures.

XVI

INDICATORS OF ECONOMIC IMPACT

Information on average annual employment, number of locations and receipts for accommodations are provided in Tables 70-72. These give a general indication of the impact of tourism on the various provinces.

Table 70 provides employment in accommodations and food services data for 1976 to 1981 from the Labour Force Survey (LFS) and from 1971-1981 from the Employment, Earnings and Hours Survey. Both these surveys show continued growth in employment with the LFS survey showing a 43 percent increase since 1976 and the Employment, Earnings and Hours Survey reporting an 84 percent increase since 1971.

Alberta led the provinces with a 146 percent increase between 1971 and 1981. Saskatchewan was second with a 110 percent increase, followed by Ontario with 87 percent, British Columbia with 82 percent, and the Atlantic Provinces with 80 percent. Ontario was the leader in number of employees with 109,000, 39 percent of the Canada total. Quebec was second with 53,300, followed by British Columbia with 40,300, and Alberta with 37,800.

Table 71 provides the number of locations and receipts by province for the major accommodation groups for 1970, 1975 and 1981. Total accommodations, minus tourist homes, have decreased from 15,459 in 1970 to 14,784 in 1981. This was a drop of 675 units or 4.4 percent. During this period receipts increased 26.4 percent or $3.7 billion. Receipts were $1.4 billion in 1970, $2.6 billion in 1975 and $5.1 billion in 1981.

In 1981 hotels accounted for 30.6 percent of the locations, motels for 26.4 percent, tourist courts and cabins for 13.5 percent, tent and trailer campgrounds for 20.1 percent and outfitters for 9.4 percent. Hotels, however, accounted for 81.4 percent of the total receipts in 1981, and motels accounted for 12.0 percent. The remaining types of accommodations accounted for only 6.7 percent of the receipts.

Ontario reported the largest number of accommodations in 1981 with 5,679, 38 percent of Canada's accommodations. Quebec was second with 3,010, followed by British Columbia with 2,151, Alberta with 1,031, Saskatchewan with 876, Manitoba with 600, Nova Scotia with 420, New Brunswick with 404, Newfoundland with 217, Prince Edward Island with 206, the Yukon with 114, and the Northwest Territories with 76.

As would be expected, Ontario also reported the highest receipts–$1.5 billion. British Columbia was second with $937 million, followed by Quebec with $898 million, Alberta with $850 million, Saskatchewan with $276 million, and Manitoba with $273 million. These six provinces accounted for almost 93 percent of the industry's total receipts.

Total accommodation receipts are broken out by source in Table 72. In 1981, rooms accounted for 39 percent; beer, wine and liquor for 27 percent; meals for 21 percent, merchandise sales for 6 percent and other for 4 percent of the total receipts. This breakdown is quite similar to that for 1970, when rooms accounted for 32 percent, meals for 20 percent, beer, wine and liquor for 38 percent, merchandise sales for 3 percent and other for 4 percent.

Types of accommodations used by visitors are given in Table 73. Five of the twelve provinces report the hotel/motel to be the most popular type of accommodation, reporting that at least 30 percent of their visitors use hotels/motels. These were British Columbia with 40 percent, New Brunswick with 42 percent, Nova Scotia with 35 percent, Ontario with 59 percent and Prince Edward island with 30 percent. The Northwest Territories reported one third of their visitors used hotels/motels.

Staying with friends/relatives was listed as the most important type of accommodation for visitors in Alberta (37.0 percent), Newfoundland (55.1 percent), Quebec (44.4 percent), and Saskatchewan (60.1 percent). Other provinces reporting friends/relatives as an important type of accommodation were British Columbia (31.0 percent), New Brunswick (29.6 percent), Northwest Territories (33.3 percent), Nova Scotia (30.4 percent), and Prince Edward Island 23.9 percent. Manitoba and the Yukon reported campgrounds to be the most important type of accommodation used by visitors, 42.4 percent and 52.0 percent respectively. Campgrounds were also a major source of visitor accommodations in British Columbia (22.0 percent), New Brunswick (23.3 percent), the Northwest Territories (33.3 percent), Nova Scotia (26.2 percent), and Prince Edward Island (27.8 percent).

TABLE 70

EMPLOYMENT IN ACCOMMODATION AND FOOD SERVICES, BY PROVINCE
1971 and 1976-1981
(In Thousands of Persons)

	1971	1976	1977	1978	1979	1980	1981
Labor Force Survey Accommodation and Food Services[a]	-	409	456	477	515	572	585
Employment, Earnings and Hours Survey Hotels, Restaurants, and Taverns[b]							
Canada	151.9	199.0	211.1	239.0	250.4	262.4	279.5
Alberta	15.4	24.4	26.7	30.0	31.7	34.7	37.8
Atlantic Provinces	8.8	11.7	12.3	14.2	14.6	15.2	15.8
British Columbia	22.2	29.6	30.3	32.2	34.0	36.0	40.3
Manitoba	8.6	11.1	11.0	12.2	12.9	12.9	12.8
Ontario	58.9	74.8	80.6	94.6	99.7	104.6	109.9
Quebec	33.4	40.8	43.2	47.9	49.3	50.7	53.3
Saskatchewan	3.9	5.9	6.3	7.0	7.4	7.8	8.2

---

[a] The Labour Force Survey (LFS) excludes the Yukon and the Northwest Territories. The LFS uses the 1970 edition of the Standard Industrial Classification in which the industry title is Accommodation and Food Services.

[b] The Employment, Earnings and Hours Survey includes only those employees whose firms had 20 or more employees in any month of the year. An improvement in the coverage of this survey made in 1978 means that figures from former years are not strictly comparable. This source includes the Yukon and the Northwest Territories in the Canada total. Hotels, Restaurants and Taverns is the title of the industry from the 1960 edition of the Standard Industrial Classification used in the Employment, Earnings and Hours Survey.

TABLE 71

NUMBER OF LOCATIONS AND TOTAL RECEIPTS FOR MAJOR ACCOMMODATIONS GROUPS BY PROVINCE, 1970, 1975 AND 1981

Province	Total		Hotels		Tourist Homes		Motels		Tourist Courts and Cabins[a]		Outfitters		Tent & Trailer Campgrounds	
	No.	$000	No.	$000	No.	$000	No.	$000	No.	$000	No.	$000	No.	$000
								1970						
Alberta	942	153,149	456	135,923	-	-	307	14,208	65	1,831	10	393	104	794
British Columbia	2,229	216,884	512	174,792	3	x	802	30,818	348	5,209	186	x	378	3,408
Manitoba	545	92,172	267	84,559	-	-	109	4,925	56	571	50	1,237	63	880
New Brunswick	401	17,699	65	10,411	23	33	140	6,193	57	319	46	308	70	435
Newfoundland	186	16,375	71	13,137	27	x	19	x	21	685	19	392	29	107
Northwest Territories	46	6,177	12	5,365	-	-	5	x	2	x	15	604	12	N.A.
Nova Scotia	458	25,199	95	16,380	50	x	134	7,441	64	502	3	x	112	754
Ontario	6,205	448,533	1,304	350,213	50	291	1,457	59,657	1,903	12,141	870	17,302	621	8,929
Prince Edward Island	264	4,179	17	1,858	85	x	45	1,392	66	413	1	x	50	458
Quebec	3,886	313,224	1,784	265,018	276	3,118	722	31,994	175	1,329	399	5,815	530	5,951
Saskatchewan	743	72,227	406	63,879	1	x	136	5,604	48	582	49	1,471	103	x
Yukon	69	9,292	39	6,874	-	-	19	1,389	4	x	6	764	1	x

TABLE 71 (Continued)

NUMBER OF LOCATIONS AND TOTAL RECEIPTS FOR MAJOR ACCOMMODATIONS GROUPS BY PROVINCE, 1970, 1975 AND 1981

Province	Total		Hotels		Tourist Homes		Motels		Tourist Courts and Cabins[a]		Outfitters		Tent & Trailer Campgrounds	
	No.	$000	No.	$000	No.	$000	No.	$000	No.	$000	No.	$000	No.	$000
							1975							
Alberta	980	330,956	467	293,996	-	-	326	31,301	53	2,935	14	724	120	2,000
British Columbia	2,350	436,095	534	359,710	-	-	842	54,961	307	7,809	190	4,228	477	9,387
Manitoba	596	151,548	261	136,407	-	-	113	8,628	50	997	65	2,861	107	2,835
New Brunswick	493	43,597	72	23,662	21	x	171	16,441	60	636	45	x	124	2,372
Newfoundland	252	38,211	81	28,768	27	x	37	6,808	18	1,236	44	771	45	x
Northwest Territories	84	15,586	19	11,816	-	-	11	1,388	1	x	35	2,363	18	x
Nova Scotia	560	58,369	97	39,826	55	x	163	14,964	71	854	2	x	172	2,558
Ontario	6,521	785,225	1,170	615,070	25	139	1,436	94,134	1,729	18,947	1,006	28,328	1,155	28,607
Prince Edward Island	336	11,664	23	5,392	108	x	59	3,935	88	799	1	x	57	1,416
Quebec	3,766	541,221	1,681	457,868	148	2,059	736	53,728	99	996	426	7,186	676	19,384
Saskatchewan	791	132,301	390	112,365	1	x	153	13,430	51	x	108	4,254	88	1,714
Yukon	115	15,258	39	12,268	-	-	19	2,052	4	494	1	x	52	x

TABLE 71 (Continued)

NUMBER OF LOCATIONS AND TOTAL RECEIPTS FOR MAJOR ACCOMMODATIONS GROUPS BY PROVINCE, 1970, 1975 AND 1981

Province	Total		Hotels		Tourist Homes		Motels		Tourist Courts and Cabins[a]		Outfitters		Tent & Trailer Campgrounds	
	No.	$000	No.	$000	No.	$000	No.	$000	No.	$000	No.	$000	No.	$000
							1981							
Alberta	1,031	850,236	529	747,499	-	-	349	90,578	31	4,743	9	489	113	6,927
British Columbia	2,151	937,005	582	770,588	-	-	799	120,498	198	11,108	117	8,631	455	26,180
Manitoba	600	272,640	274	237,961	-	-	103	17,943	52	3,492	62	8,091	109	5,153
New Brunswick	404	77,043	63	46,874	-	-	163	24,639	36	964	30	535	112	4,031
Newfoundland	217	60,691	79	49,715	-	-	42	7,288	22	x	27	x	47	x
Northwest Territories	76	27,075	19	19,388	-	-	8	x	3	x	26	5,373	20	x
Nova Scotia	420	100,966	83	69,962	-	-	153	24,647	46	1,137	-	-	138	5,220
Ontario	5,679	1,527,725	1,103	1,189,550	-	-	1,346	191,641	1,409	38,790	660	50,159	1,161	57,585
Prince Edward Island	206	20,753	25	11,077	-	-	55	6,209	75	1,216	-	-	51	2,251
Quebec	3,010	897,924	1,271	744,814	-	-	709	99,059	84	3,812	374	18,277	572	31,962
Saskatchewan	876	275,837	460	235,880	-	-	160	22,449	34	2,598	85	7,232	137	7,678
Yukon	114	34,214	32	27,853	-	-	17	x	2	x	3	x	60	x

x–Withheld to avoid disclosure.

[a] Includes recreation vacation camps.

[b] In 1981, 261 tourist homes responded with receipts of $5.2 million. These data are no longer included in the tables.

Source: (235) *Traveller Accommodation Statistics*, Statistics Canada, Ottawa, Ontario, Canada.

TABLE 72

SOURCE OF RECEIPTS FOR ALL TYPES OF ACCOMMODATIONS BY PROVINCE, 1970, 1975 and 1981[a]
(In Thousands of Dollars)

Province	Total	Rooms	Meals	Beer Wine & Liquor	Merchandise Sales	All Other
			1970			
Alberta	$153,149	$ 45,490	$ 26,134	$ 69.129	$ 4,477	$ 7,339
British Columbia	216,884	79,498	43,896	75,076	7,375	8,194
Manitoba	92,171	16,402	15,258	53,799	2,358	2,819
New Brunswick	17,699	9,032	4,703	2,028	727	779
Newfoundland	16,375	5,197	4,054	5,347	813	466
Northwest Territories	6,177	1,722	891	2,334	348	279
Nova Scotia	25,199	13,656	5,861	3,029	800	1,765
Ontario	448,533	152,783	97,235	145,975	16,002	16,375
Prince Edward Island	4,179	2,592	958	238	195	90
Quebec	313,224	98,056	62,998	118,129	8,833	17,155
Saskatchewan	72,227	14,255	8,824	42,350	2,437	2,394
Yukon	9,292	2,305	2,011	2,971	792	450
			1975			
Alberta	$330,956	$102,350	$ 63,208	$142,937	$ 6,207	$ 15,141
British Columbia	436,095	153,660	100,622	145,579	12,234	19,040
Manitoba	151,548	31,927	28,741	69,957	11,732	4,898
New Brunswick	43,597	21,878	12,420	4,859	1,803	1,331
Newfoundland	38,211	12,733	8,996	12,718	1,530	1,215
Northwest Territories	15,586	4,756	2,105	5,215	681	463
Nova Scotia	58,369	31,772	14,826	7,501	1,600	2,474
Ontario	785,225	302,751	183,506	215,183	23,379	26,978
Prince Edward Island	11,664	6,385	2,697	967	871	408
Quebec	541,221	187,634	116,621	185,981	14,657	20,452
Saskatchewan	132,301	30,638	18,676	67,951	5,368	4,765
Yukon	15,258	4,188	2,933	6,017	1,350	709
			1981			
Alberta	$850,236	306,853	168,665	297,445	40,735	34,826
British Columbia	937,005	374,126	192,875	284,419	38,119	35,061
Manitoba	272,640	58,990	43,265	86,998	64,463	8,008
New Brunswick	77,043	39,680	23,088	8,273	2,382	2,179
Newfoundland	60,691	25,488	14,116	15,602	2,426	-
Northwest Territories	27,075	8,374	4,331	6,528	2,006	453
Nova Scotia	100,966	55,836	26,256	11,938	3,078	3,617
Ontario	1,527,725	682,100	335,495	323,122	67,271	62,933
Prince Edward Island	20,753	12,510	4,227	2,195	903	412
Quebec	897,924	369,549	202,413	216,491	39,163	42,212
Saskatchewan	275,837	68,028	43,417	104,225	40,166	8,478
Yukon	34,214	8,760	7,257	10,904	4,489	-

[a] Because no breakdown of receipts by source was available for outfitters and provincial and federal campgrounds, components will not add to totals.

Source: (235) *Traveller Accommodation Statistics*, Statistics Canada, Ottawa, Ontario, Canada.

TABLE 73

TYPE OF ACCOMMODATIONS USED BY VISITORS IN PROVINCE

Province	Source	Date	Motel	Hotel[a]	Campgrounds	Trailer	Cabin	Friend	Other
Alberta	221	1982	20.0%	16.0%	15.0%	- %	- %	37.0%	10.0%
British Columbia	222	1979	40.0[b]	b	22.0	-	-	31.0	7.0
Manitoba[h]	223	1982	39.2[b]	b	42.4	-	-	13.1	5.3[i]
New Brunswick[d]	224	1982	36.5	5.5	23.3	-	2.0	29.6	4.7
Newfoundland	225	1982	25.9[b]	b	9.3	-	1.3	55.1	8.4
Northwest Territories	209	1982	33.4[b]	b	33.3	-	-	33.3	-
Nova Scotia[f]	226	1972	35.2[b]	b	26.2[c]	c	5.3	30.4	2.9
Ontario[g]	227	1972	45.0	14.0	-	13.0	7.0	18.0	3.0
Prince Edward Island[f]	239	1981	30.0[b]	b	27.8	-	11.1	23.9	4.2
Quebec	233	1980	10.0	22.6	4.1	-	15.8	44.4	3.1
Saskatchewan[e]	238	1980	6.9	4.9	14.6	-	8.8	60.1	4.7
Yukon	251	1975	9.0	3.0	52.0	7.0	1.0	8.0	20.0

[a] Includes resorts and dude ranches.
[b] Motels and hotels combined.
[c] Camper and trailers combined.
[d] Does not add to 100% due to multiple usage.
[e] Based on person-nights for residents and non-residents.
[f] Visitors from May 15–October 31 only.
[g] U.S. visitors staying one or more nights.
[h] Summer visitors.
[i] Includes multiple responses.

XVII

TRANSPORTATION

The percentage of visitors using various types of transportation are given in Table 74. As in the United States, the automobile is the predominant form of transportation used by travelers. Saskatchewan reported the highest percentage of visitors traveling by auto, with 93.5 percent. New Brunswick was second with 91.0 percent, followed by Ontario with 90.3 percent, Manitoba with 88.7 percent, Prince Edward Island with 87.4 percent, and Nova Scotia with 82.6 percent. In Newfoundland and the Northwest Territories air was the major mode of transportation (59.6 and 66.0 percent respectively). Air was also an important mode of transportation in Alberta (27.0 percent), Quebec (22.0 percent) and the Yukon (18.2 percent).

The Yukon reported the highest number of visitors using rail transportation, 4.1 percent, while Quebec reported the highest percentage using bus (12.7 percent). Ontario reported 2.3 percent of its visitors came by ship, to lead in this category. Other transportation ranged from 2.4 percent in Quebec to 0.1 percent in Saskatchewan.

The estimated number of non-resident motorists entering Canada by province is shown in Table 75 for the period 1970-1982. Ontario, reporting 19.6 million motorists is the leader, followed by Alberta with 6.5 million, British Columbia with 2.5 million, New Brunswick with 2.5 million and Quebec with 2.4 million. Other figures reported were 1.3 million in Saskatchewan, 1.0 million in Nova Scotia, 0.6 million in Manitoba, 0.5 million in Prince Edward Island, 0.1 million in the Yukon and Newfoundland and 14,000 in the Northwest Territories. Readers should note that the British Columbia, Manitoba, New Brunswick, and Ontario figures only cover U.S. motorists.

Table 76 gives the number of non-resident passenger cars entering the provinces. Ontario also reports the highest figure here with 8.5 million. The rest of the provinces reported less than 1.2 million non-resident passenger cars entering.

Intercity revenue passengers carried by train, bus, and plane in Canada during the period 1973-1982 are presented in Table 77. The trend in train passengers has been up and down, with 1980 reporting the largest number (7.4 million). Between 1973 (5.0 million) and 1982 (6.9 million) passengers have increased 37 percent. Similar trends are seen in bus passengers, with 1979 being the series high (33.7 million). A drop of 516,000 bus passengers (1.6 percent) was recorded between 1974 and 1982. Air passengers increased 153 percent between 1973 and 1982, adding almost 14 million passengers. Air's percentage of total common carrier passengers has increased from 21 percent in 1974 to 37 percent in 1982.

TABLE 74

PERCENTAGE OF VISITORS USING VARIOUS TYPES OF TRANSPORTATION

Province	Source	Date	Auto	Air	Rail	Bus	Ship	Other
Alberta	221	1982	65.0%	27.0%	1.0%	7.0%	- %	- %
British Columbia	222	1980	76.0	15.0	a	a	a	9.0
Manitoba[b]	223	1981	88.7	8.4	0.0	2.7	-	0.2
New Brunswick	224	1982	91.0	4.0	c	3.0	-	2.0
Newfoundland	225	1982	40.4	59.6	-	-	-	-
Northwest Territories	209	1982	33.0	66.0	-	1.0	-	-
Nova Scotia	226	1982	82.6	8.9	3.0	4.7	-	0.8
Ontario[b]	227	1981	90.3	3.1	0.1	3.4	2.3	0.8
Prince Edward Island	239	1981	87.4	5.1	0.4	6.1	0.9	0.1
Quebec	233	1980	60.9	22.0	2.0	12.7	-	2.4
Saskatchewan	238	1982	93.5	2.3	3.8[c]	c	-	0.4
Yukon	251	1982	66.1	18.2	4.1	11.3	-	0.3

[a] Included in Other.
[b] U.S. visitors only.
[c] Bus and rail combined.

TABLE 75

ESTIMATED NUMBER OF NON-RESIDENT MOTORISTS ENTERING CANADA, BY PROVINCE, 1970-1982

(In Thousands of Persons)

Province	Source	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Alberta[a]	240	378.9	403.8	431.0	494.0	397.0	448.4	427.1	330.9	282.0	231.8
British Columbia	222,240	2,917.6[a]	3,046.2[a]	2,951.1[a]	2,908.6[a]	2,826.5[a]	4,700.0	4,500.1	2,463.5[a]	2,577.4[a]	2,550.3[a]
Manitoba	223,240	868.7	916.7	1,095.2	1,066.6	852.7	891.2[a]	915.4[a]	806.3[a]	717.3[a]	573.4[a]
New Brunswick[a]	240	3,935.7	4,041.7	3,888.5	3,878.9	3,027.3	3,078.2	2,801.3	2,801.1	2,734.9	2,446.9
Newfoundland	225			94.9	99.1	99.1	107.4	106.7	N.A.	100.5	104.2
Northwest Territories	209	12.2	9.0	11.2	12.8	12.4	11.9	N.A.	N.A.	N.A.	N.A.
Nova Scotia	226	1,080.0	1,118.0	1,043.7	1,107.0	1,059.6	1,135.0	1,094.4	1,076.0	986.3	969.6
Ontario	227,240	18,733.3	19,668.2	19,929.5	20,548.6	19,956.5	19,709.2[a]	18,143.9[a]	18,115.0[a]	17,914.6[a]	18,138.7[a]
Prince Edward Island	239						580.3	554.9	N.A.	N.A.	N.A.
Quebec[a]	233,240	4,767.4	4,752.9	3,481.4	3,386.2	3,012.2	2,816.0	2,661.9	2,396.3	2,316.5	2,433.5
Saskatchewan	238,240	271.5[a]	268.0[a]	255.3[a]	797.3	789.2	803.3	220.6[a]	213.6[a]	193.9[a]	1,112.0
Yukon[a]	240	85.4	82.3	94.9	102.9	90.3	100.9	101.1	87.0	112.6	99.3

Province	Source	1980	1981	1982
Alberta	221	6,389.0	6,277.0	6,455.0
British Columbia[a]	222	2,819.7	2,695.7	2,471.6
Manitoba[a]	223,240	655.4	663.2	584.5
New Brunswick[a]	240	2,944.4	3,155.7	2,458.7
Newfoundland	225	102.1	103.0	89.6
Northwest Territories	209	N.A.	N.A.	14.0
Nova Scotia	226	939.3	962.7	952.5
Ontario[a]	240	24,403.9	25,520.8	19,603.6
Prince Edward Island	239	537.0	509.8	543.1
Quebec	233	2,817.4	2,651.9	2,361.0
Saskatchewan	238	1,223.0	1,219.0	1,282.0
Yukon	240,251	78.5[a]	99.0	99.0

[a] U.S. residents only.

TABLE 76

NUMBER OF NON-RESIDENT PASSENGER CARS ENTERING CANADA, BY PROVINCE, 1970-1982
(In Thousands of Vehicles)

Province	Source	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Alberta [a]	240	136.5	147.3	155.4	182.2	149.1	166.4	154.2	119.9	102.5	88.0
British Columbia [a]	240	1,105.1	1,166.6	1,400.0	1,103.3	1,096.3	1,055.0	988.2	1,021.2	1,062.3	1,073.4
Manitoba [a]	240	292.9	307.0	376.6	364.9	301.1	315.7	318.9	286.9	262.7	215.4
New Brunswick	223,240	1,639.9	1,637.5	1,584.1	1,582.5	1,303.7	1,323.5[a]	1,233.5[a]	1,245.7[a]	1,230.9	1,136.9[a]
Newfoundland	225	20.4	N.A.	N.A.	21.5	22.7	24.1	23.3	N.A.	22.4	24.3
Nova Scotia	226	306.2	311.4	337.4	355.5	341.3	362.9	347.3	366.2	350.0	347.8
Ontario	227,240	7,685.0	7,815.0	7,768.0	7,956.0	7,794.3	7,752.6[a]	7,292.5[a]	7,297.1[a]	7,290.5[a]	7,608.2[a]
Prince Edward Island	239	N.A.	N.A.	N.A.	N.A.	N.A.	222.4	195.0	N.A.	N.A.	N.A.
Quebec	233,240	1,609.1[a]	1,606.4[a]	1,302.6[a]	1,278.7[a]	1,158.9[a]	1,094.8	1,041.2	951.7[a]	927.1[a]	879.0[a]
Saskatchewan	240	93.4[a]	97.3[a]	95.7[a]	283.6[a]	282.7[a]	289.5	90.8[a]	88.1[a]	81.6[a]	383.0
Yukon[a]	240	31.8	31.0	34.9	37.6	34.2	39.7	40.7	35.2	43.5	39.0

Province	Source	1980	1981	1982
Alberta[a]	240	102.9	111.1	110.5
British Columbia[a]	222	1,225.8	1,177.0	1,085.4
Manitoba[a]	223,240	254.6	258.4	224.0
New Brunswick[a]	240	1,437.1	1,571.0	1,193.3
Newfoundland	225	24.3	24.1	21.4
Nova Scotia	226	338.7	350.9	349.2
Ontario[a]	240	11,171.8	11,904.0	8,489.3
Prince Edward Island	239	195.3	194.7	184.3
Quebec[a]	233	1,110.9	1,054.0	880.0
Saskatchewan	238	422.0	420.0	442.0
Yukon[a]	240	31.4	39.7	44.2

[a] Number of U.S. automobiles only.

TABLE 77

INTERCITY REVENUE PASSENGERS CARRIED BY TRAIN, BUS AND PLANE, CANADA, 1973-1982
(In Thousands of Revenue Passengers)

Year	Mode of Transportation		
	Train	Bus[a]	Plane
1973	5,045	N.A.	9,057
1974	5,842	32,421	10,134
1975	5,126	32,567	10,360
1976	5,326	31,051	10,373
1977	5,574	33,357	10,265
1978	5,653[b]	33,059	11,375
1979	6,586	33,724	13,000[c]
1980	7,417	33,282	13,920
1981	N.A.	32,475	N.A.
1982	6,934	31,905	22,885

[a] Intercity carriers with annual operating revenues of $0.5 million or more.

[b] Excludes some traffic for which VIA Rail assumed responsibility over the last two months of 1978.

[c] Estimate by the Aviation Statistics Centre. A more precise total is not available because of an overstatement of traffic at some points resulting from technical problems experienced by a carrier in its reporting procedures in the third quarter of 1979.

Source: *Travel, Tourism and Outdoor Recreation: A Statistical Digest, 1978 and 1979* and *1980 and 1981*, and *Travel-log*, Vol. 2, No. 2, July 1983, Statistics Canada, Travel, Tourism and Recreation Section, Ottawa, Ontario, Canada K1A 0T6.

XVIII

TOURISM ADVERTISING

Travel and tourism advertising expenditures in United States measured media by Canada and the provinces for 1972-1982 are presented in Table 78. This information was compiled by Ogilvy and Mather and Pannell Kerr Forster. While only covering advertising expenditures in U.S. measured media, this data still provides an indication of the promotional activities of the different provinces and Canadian government. During 1982 Canada was the second leading foreign country advertiser in U.S. measured media, with reported expenditures of approximately $4.6 million (Mexico led with expenditures of over $5.4 million.) Since 1972 Canada's advertising expenditures have increased 33 percent, from $3.3 million.

Travel advertising expenditures in 1982 by the individual Canadian provinces in U.S. measured media increased by 26 percent compared to the 1981 level–from $6,164,000 in 1981 to $7,761,000 in 1982. These figures would place the provinces in first place among all foreign country advertisers. The expenditures of the Canadian government and the provinces combined amounted to some $12.4 million in 1982. This is 40 percent of the total spent by the fifty domestic states.

In 1982 Ontario reported the highest expenditure for travel and tourism advertising with $5.4 million. British Columbia was second with $1.1 million, followed by Quebec with $0.5 million, Alberta with $0.3 million, and Nova Scotia with $0.2 million.

Provincial travel department budgets for fiscal years 1973-74 to 1983-84 are shown in Tables 79-81. Ontario reported the largest total travel department budget in 1983-84 with $19.4 million (Table 79). New Brunswick ranked second with $17.0 million, followed by Quebec with $7.2 million. Figures for British Columbia ($13.7 million in 1982-83) were not available.

Provincial travel department advertising budgets are shown in Table 80. In 1983-84 Ontario led with an advertising budget of $13.6 million. Quebec was second with $5.4 million. Following Quebec was New Brunswick with $1.4 million, Prince Edward Island with $0.4 million, Northwest Territories with $0.2 million, Newfoundland with $0.2 million and Saskatchewan with $0.1 million.

Table 81 provides travel department printing budgets. Data are only available for six provinces in 1983-84. These are Quebec with $1,571,900, New Brunswick with $566,400, Prince Edward Island with $321,100, Newfoundland with $317,500, Saskatchewan with $300,000 and the Northwest Territories with $100,000.

TABLE 78

TOTAL ADVERTISING EXPENDITURES IN U.S. MEASURED MEDIA BY CANADA AND CANADIAN PROVINCES 1972-1982

(In Thousands of Dollars)

Country/Province	1972	1973	1974	1975	1976	1977	1978	1979[a]
CANADA	$3,333	$3,326	$4,450	$4,714	$4,328	$4,692	$3,992	$4,801
Alberta	88	49	12	78	116	96	64	N.A.
British Columbia	214	175	305	448	191	292	551	598
Manitoba	244	259	326	131	103	140	366	248
New Brunswick	298	284	319	134	N.A.	49	155	N.A.
Newfoundland	106	155	182	165	N.A.	114	88	85
Northwest Territories								
Nova Scotia	469	395	394	428	417	524	577	347
Ontario	1,186	846	1,090	1,626	1,230	1,139	1,506	2,142
Prince Edward Island	33	9	71	25	44	91	113	N.A.
Quebec	533	656	626	809	1,000	414	736	419
Saskatchewan	21	40	44	35	N.A.	12	6	N.A.
Yukon	6	33	31	26	N.A.	N.A.	22	N.A.

TABLE 78 (Continued)

TOTAL ADVERTISING EXPENDITURES IN U.S. MEASURED MEDIA
BY CANADA AND CANADIAN PROVINCES 1972-1982
(In Thousands of Dollars)

Country/Province	1980	1981	1982
CANADA	N.A.	$4,301	$4,633
Alberta	N.A.	288	315
British Columbia	N.A.	805	1,055
Manitoba	N.A.	192	60
New Brunswick	N.A.	183	94
Newfoundland	N.A.	N.A.	N.A.
Northwest Territories			
Nova Scotia	N.A.	439	244
Ontario	N.A.	3,453	5,367
Prince Edward Island	N.A.	22	23
Quebec	N.A.	763	592
Saskatchewan	N.A.	19	11
Yukon			

[a] Those provinces reporting over $50,000 in advertising. These six accounted for 99 percent of the total spent by provinces on advertising ($3,883,000).

Source: Pannell Kerr Forster and Ogilvy & Mather.

TABLE 79

PROVINCIAL TRAVEL DEPARTMENT BUDGET
(In Thousands of Dollars)

Province	Source	1973-74	1974-75	1975-76	1976-77	1977-78	1978-79	1979-80	1980-81
Alberta	221							$ 5,620.0	$ 6,800.0
British Columbia	222	$ 3,983.9	$ 4,829.3	$ 7,187.3	$ 4,182.7	$ 5,134.9	$ 7,843.6	11,309.5	12,506.4
Manitoba	223	1,488.2	1,654.1	1,842.6	2,019.8	2,060.6	1,679.0	2,114.8	2,436.1
New Brunswick	224						4,395.0	12,337.1	14,263.6
Newfoundland	225	7,862.9	17,830.4	22,506.0	19,980.7	22,219.6	N.A.	2,755.9	4,158.5
Northwest Territories	209			494.0	609.0	250.0	350.0	400.0	N.A.
Ontario	227						16,222.0	11,056.0	15,587.0
Prince Edward Island	239				1,692.8	1,882.8	1,935.5	2,096.7	2,585.6
Quebec	207		66,500.0	110,200.0	94,796.1	106,614.7	N.A.	N.A.	2,490.9
Saskatchewan	238	12,672.6	17,157.1	19,679.0	19,930.7	23,599.1	25,341.8	27,245.1	30,578.1
Yukon	251	280.0	310.0	325.0	417.0	496.0	N.A.	N.A.	N.A.

Province	Source	1981-82	1982-83	1983-84
Alberta	221	$ 8,560.0	$ 9,120.0	N.A.
British Columbia	222	14,784.3	13,680.9	N.A.
Manitoba		N.A.	N.A.	N.A.
New Brunswick	224	14,033.6	18,471.3	$17,012.5
Newfoundland	225	3,793.5	3,578.8	4,131.9
Northwest Territories	209	N.A.	N.A.	1,200.0
Ontario	227	15,227.0	16,586.0	19,437.0
Prince Edward Island	239	3,808.1	3,722.5	2,943.9
Quebec	233	4,235.0	6,483.6	7,245.9
Saskatchewan	238	N.A.	1,860.9	2,241.2
Yukon		N.A.	N.A.	N.A.

TABLE 80

PROVINCIAL TRAVEL DEPARTMENT ADVERTISING BUDGET
(In Thousands of Dollars)

Province	Source	1973-74	1974-75	1975-76	1976-77	1977-78	1978-79	1979-80	1980-81
British Columbia	222				$2,100.0	$2,000.0	N.A.	N.A.	N.A.
Manitoba[a]	223		$ 545.0	$ 404.1	552.3	505.0	$ 470.5	$ 817.0	$ 857.5
New Brunswick	224						680.0	875.1	1,191.2
Newfoundland	225	$ 400.0	450.0	455.0	310.0	290.0	402.0	380.0	169.0
Northwest Territories	209					10.0	10.0	5.0	N.A.
Ontario	227				3,600.0	3,700.0	6,200.0	5,195.0	6,274.8
Prince Edward Island	239				409.0	398.7	434.0	434.0	434.0
Quebec	207	1,070.4	1,382.4	1,695.0	1,795.0	2,734.7	N.A.	N.A.	1,675.0
Saskatchewan[b]	238		93.2	196.8	85.0	155.6	N.A.	50.0	50.0
Yukon	251	40.0	40.0	36.0	65.0	95.0	N.A.	N.A.	N.A.

Province	Source	1981-82	1982-83	1983-84
British Columbia		N.A.	N.A.	N.A.
Manitoba		N.A.	N.A.	N.A.
New Brunswick	224	$1,272.8	$ 1,376.2	$ 1,379.9
Newfoundland	225	149.0	195.0	180.0
Northwest Territories	209	N.A.	N.A.	200.0
Ontario	227	9,526.2	10,293.7	13,577.8
Prince Edward Island	239	296.1	331.0	356.4
Quebec	233	2,860.0	4,715.4	5,375.2
Saskatchewan	238	N.A.	149.0	149.0
Yukon		N.A.	N.A.	N.A.

[a] Out-of-province promotion.
[b] Media advertising only.

TABLE 81

PROVINCIAL TRAVEL DEPARTMENT PRINTING BUDGET
(In Thousands of Dollars)

Province	Source	1973-74	1974-75	1975-76	1976-77	1977-78	1978-79	1979-80	1980-81
British Columbia	222				$ 624.0	$ 530.0	N.A.	N.A.	N.A.
Manitoba	223		$ 269.4	$ 308.2	326.0	281.0	N.A.	N.A.	N.A.
New Brunswick	224						$ 405.0	$ 476.5	$ 439.4
Newfoundland	225	$ 298.5	350.0	350.0	275.0	400.0	N.A.	250.0	361.0
Northwest Territories	209					70.0	100.0	150.0	N.A.
Prince Edward Island	239				315.0	324.0	321.0	321.0	321.0
Quebec	207				833.0	855.0	N.A.	N.A.	751.9
Saskatchewan	238		218.8[a]	465.2[a]	268.3[a]	489.6[a]	N.A.	240.6	188.7
Yukon	251	90.0	95.0	130.0	10.0	70.0	N.A.	N.A.	N.A.

Province	Source	1981-82	1982-83	1983-84
British Columbia		N.A.	N.A.	N.A.
Manitoba		N.A.	N.A.	N.A.
New Brunswick	224	$ 421.5	$ 447.6	$ 566.4
Newfoundland	225	291.0	390.0	317.5
Northwest Territories	209	N.A.	N.A.	100.0
Prince Edward Island	239	255.6	265.0	321.1
Quebec	233	1,032.6	1,300.1	1,571.9
Saskatchewan	238	N.A.	248.0	300.0
Yukon		N.A.	N.A.	N.A.

[a] Includes highway map published by Department of Highways.

XIX

CANADIAN TRAVEL SURVEY

Information on Canadians traveling in Canada is collected by the Canadian Travel Survey (CTS). The survey was conducted for all quarters of 1979, 1980, and 1982 and is scheduled again for all quarters of 1984. In addition the survey was undertaken for two quarters of 1978 and 1981. The data presented in this chapter are from *1982 Canadian Travel Survey*[1] compiled by the Travel, Tourism and Recreation Section of Statistics Canada.

These surveys are conducted as a supplement to the Labour Force Survey (LFS). The LFS may be described as a multi-stage stratified probability sample representing the Canadian civilian non-institutionalized residents of Canada 15 years of age and over from the 10 provinces. Its exclusions are the Yukon, Northwest Territories and the populations living on Indian Reserves and Crown Lands, inmates of institutions and members of the Armed Forces, all of which in total account for only about 2 percent of the total population of Canada. In each quarter one person 15 years of age or more was randomly selected from each household to respond to the travel survey questionnaire. Each quarterly survey includes only those trips having a one-way distance from home of 80 km (50 miles) or more and those which actually ended during the three-month period. The questionnaire was designed to collect detailed information on the first eight trips taken by the respondent plus recording the total number of trips taken.

Table 82 presents trip characteristics for 1980 and 1982 by person-trips, person-nights, and expenditures. During 1982 Canadians spent $11,085 million on trips of 80 km or over in Canada. These expenditures were made during the course of 101.6 million person-trips representing 252.6 million person-nights.

The provinces in which the greatest amount of domestic travel originated were Ontario with 36,148,000 person-trips in 1982, followed by Quebec with 22,491,000 person-trips, Alberta with 13,488,000, British Columbia with 8,414,000, and Saskatchewan with 6,988,000. The leading destination was Ontario with 35,416,000 person-trips, followed by Quebec with 22,914,000, Alberta with 12,644,000, British Columbia with 9,239,000, and Saskatchewan with 6,993,000.

The third quarter accounted for 35 percent of the person-trips in 1982. Another 23 percent were made in the second quarter, while the first and fourth quarters both accounted for 21 percent.

The automobile was the major mode of transportation accounting for 89 percent of the person-trips in 1982. Air represented 5 percent of the person-trips.

Business was the reason for 17 percent of the person-trips and 12 percent of the person-nights in 1982. Personal and pleasure reasons accounted for 49 percent of the person-trips and 52 percent of the person-nights, while visiting friends and relatives represented 33 percent of the person-trips and 36 percent of the person-nights.

Forty-five percent of the trips were between 80 and 159 km. Over half the person-trips lasted 1-3 nights (52 percent). Homes of friends or relatives was the major accommodation given, representing 52 percent of the person-nights.

---

[1] Copies of this report are available from Statistics Canada for $7.75 (Canada), $9.30 (other countries).

The main means of transportation by trip purpose and quarter are given in Table 83. The automobile remained the mode of transportation most often used by Canadian residents for domestic travel, regardless of time of year or reason for travel. Depending upon the quarter, between 86 and 90 percent of all person-trips were by automobile. In 1982, the automobile was used for 92 percent of the trips for pleasure and personal reasons, 90 percent of the trips visiting friends and relatives, and 80 percent of the business trips. Business travel accounted for 55 percent of the trips by air.

Table 84 gives type of accommodation used by region of destination. In 1982 253,779,000 person-nights were spent in accommodations. Over fifty-two percent of these person-nights were spent at the home of friends or relatives. This was the major type of accommodation used in all provinces representing 63 percent of the person-nights in the Atlantic Provinces, 59 percent of the person-nights in British Columbia, 47 percent of the person-nights in Ontario, 57 percent of the person-nights in the Prairie Provinces and 53 percent of the person-nights in Quebec.

Private cottages were used for 14.8 percent of the person-nights, camping/trailer parks for 11.5 percent, hotels (including tourist homes) for 8.1 percent, motels for 6.9 percent, and other accommodations for 6.2 percent.

Selected traveler characteristics by quarter are presented in Table 85. The 25-34 year old age category accounted for 28 percent of all person-trips, while the 15-24 year old category represented 22 percent. Forty-seven percent of the person-trips were made by people with some secondary education. Those with university degrees accounted for another 18 percent. In terms of occupation, 29 percent of the person-trips were made by people not in the labor force, 23 percent were professional/technical, and 16 percent were in manufacturing.

Table 86 provides reported and reallocated expenditures by type and quarter. Total reported expenditures in 1982 were $11,085 million. Of this, the type of expenditure was not stated for $4,102 million. Of the stated expenditure types transportation accounted for 38 percent. The next largest category was food and beverages (23 percent), other expenditures (15 percent), accommodations (10 percent), recreation and entertainment (8 percent) and prepaid packages (7 percent).

In cooperation with Tourism Canada, a procedure was used for the redistribution of reported expenditures. The procedure provides for the disaggregation of expenditures made on prepaid packages to their main constituent elements. Looking at the reallocated expenses one finds private transportation accounted for 26 percent of the total, food and beverages 24 percent, public transportation 17 percent, other expenditures 14 percent, accommodation 12 percent, and recreation and entertainment 8 percent.

Interprovincial travel is shown in Table 87. Eighty-six percent of the total person-trips were made by residents traveling in their own province–87,579,000 person-trips.

TABLE 82

SELECTED CHARACTERISTICS OF TRIPS, RESIDENTS OF CANADA ON TRIPS OF 80 KM OR MORE WITH DESTINATIONS IN CANADA, 1980 AND 1982

Characteristics	Person-trips (000) 1980	Person-trips (000) 1982	Person-nights (000) 1980	Person-nights (000) 1982	Expenditures (Millions of $) 1980	Expenditures (Millions of $) 1982
TOTAL[a]	110,996	101,642	266,583	252,600	$9,510	$11,085
PROVINCE OF ORIGIN:[b]						
Alberta	13,213	13,488	34,407	35,199	1,315	1,922
British Columbia	9,980	8,414	32,211	28,747	1,413	1,536
Manitoba	6,081	5,522	13,418	13,261	488	542
New Brunswick	2,980	2,791	7,005	6,216	235	304
Newfoundland	1,883	1,791	c	c	238	277
Nova Scotia	4,012	3,498	9,706	7,956	282	385
Ontario	37,858	36,148	87,143	89,337	2,942	3,502
Prince Edward Island	274	311	810	821	25[d]	47
Quebec	26,978	22,491	58,640	51,457	1,961	1,909
Saskatchewan	7,726	6,988	17,469	14,390	610	641
PROVINCE OF DESTINATION:						
Alberta	13,064	12,644	29,813	27,982	1,259	1,504
British Columbia	10,750	9,239	40,651	34,746	1,791	1,852
Manitoba	5,384	5,231	11,669	11,644	390	489
New Brunswick	2,873	2,612	6,480	5,647	245	283
Newfoundland	1,923	1,820	6,237	c	269	291
Nova Scotia	4,018	3,738	10,604	11,463	320	564
Ontario	37,600	35,416	82,105	83,561	2,654	3,277
Prince Edward Island	563	537	3,159[d]	3,003	141	138
Quebec	26,571	22,914	56,814	51,365	1,795	1,922
Saskatchewan	7,178	6,993	15,751	14,614	490	665
Not stated	988	427[d]	2,324[d]	c	108	48[d]
QUARTER:						
I	21,802	21,227	38,677	38,072	1,667	2,148
II	25,898	23,027	54,150	49,710	2,002	2,421
III	39,894	35,538	127,626	123,000	3,960	4,418
IV	23,402	21,849	46,128	41,818	1,881	2,097
MAIN MEANS OF TRANSPORTATION:						
Automobile	97,878	90,029	209,877	197,148	6,808	8,032
Plane	6,052	4,992	31,738	32,696	2,028	2,283
Bus	4,426	3,886	13,887	14,471	290	402
Rail, boat and other	2,020	2,274	9,089	8,044	331	355
Not stated	622	461[d]	2,009[d]	242	53	12[d]
MAIN REASON:						
Business	19,188	17,454	30,915	29,593	2,150	2,733
Visiting friends and relatives	35,929	33,889	89,858	91,607	2,178	2,794
Personal and pleasure	54,967	49,618	142,994	130,845	5,116	5,530
Not stated	912	681	2,815[d]	c	66	28[d]

TABLE 82 (Continued)

SELECTED CHARACTERISTICS OF TRIPS, RESIDENTS OF CANADA ON TRIPS OF 80 KM OR MORE WITH DESTINATIONS IN CANADA, 1980 AND 1982

	Person-trips (000)		Person-nights (000)		Expenditures (Millions of $)	
Characteristics	1980	1982	1980	1982	1980	1982
TRIP DISTANCE:						
80-159 km	49,897	45,909	56,875	54,306	-	2,299
160-319 km	33,874	30,552	68,188	63,947	-	2,413
320-799 km	17,643	17,011	65,205	65,844	-	2,687
800-1,599 km	4,984	4,191	34,800	30,631	-	1,492
1,600-3,199 km	1,942	1,689	20,485	19,201	-	1,061
3,200 km or more	1,163	1,135	15,408	15,764	-	1,026
Not stated	1,493	1,156	5,638	2,907	-	107
TRIP DURATION:						
0 nights	36,510	31,507	-	-	-	1,544
1-3 nights	57,073	53,245	107,526	100,123	-	4,350
4-9 nights	12,100	11,745	66,916	63,921	-	2,647
10-16 nights	3,623	3,529	45,392	44,168	-	1,574
17 nights or more	1,692	1,616	46,764	44,388	-	970
ACCOMMODATIONS:[b]						
Hotel (including tourist home)	6,825	7,610	19,059	20,392	-	2,370
Motel	7,785	6,366	21,605	17,276	-	1,952
Camping	7,959	6,664	34,456	28,725	-	1,082
Home of friends or relatives	39,212	38,002	129,569	131,349	-	4,534
Private cottage	13,481	10,936	39,613	37,176	-	765
Commercial cottage	1,064	1,112	6,082	4,793	-	227
Other	1,723	1,844	9,018	10,826	-	297
Not stated	2,124	1,222	7,178	3,243	-	208

[a] The total exceeds the sum of the items because it includes a not stated category.

[b] In 1982 includes person-nights spent in the United States with destinations in Canada for a total of 253,779.

[c] Since the coefficient of variation of the data exceeds 25 percent at one standard deviation, the data cannot be released.

[d] Since the coefficient of variation of the data is between 16.6 percent and 25 percent at one standard deviation, the data should be used with caution.

Source: *Canadian Travel Survey 1982*, Statistics Canada, Travel, Tourism and Recreation Section, Ottawa, Ontario, Canada K1A 0T6.

TABLE 83

PERSON-TRIPS BY MAIN MEANS OF TRANSPORTATION AND MAIN TRIP PURPOSE, RESIDENTS OF CANADA ON TRIPS OF 80 KM OR MORE WITH DESTINATIONS IN CANADA,[a] BY QUARTER, 1980 and 1982

(In Thousands of Person-trips)

Main Means of Transportation and Main Reason	1980				
	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Total
ALL MEANS OF TRANSPORTATION					
Total[a]	21,802	25,898	39,894	23,402	110,996
Business	4,457	5,146	5,006	4,579	19,188
Visiting friends or relatives	8,091	7,473	11,099	9,265	35,929
Pleasure and personal	9,079	13,090	23,404	9,394	54,967
AUTOMOBILE:					
Total[a]	18,337	22,955	36,245	20,342	97,879
Business	2,937	4,006	4,072	3,688	14,703
Visiting friends or relatives	7,316	6,739	10,054	8,003	32,112
Pleasure and personal	8,008	12,083	21,845	8,560	50,496
PLANE:					
Total[a]	1,732	1,414	1,515	1,392	6,053
Business	1,225	842	712	693	3,472
Visiting friends or relatives	c	260	331	394[b]	1,228
Pleasure and personal	258[b]	302	457	302[b]	1,319
BUS:					
Total[a]	1,163	918	1,202	1,143	4,426
Business	c	165[b]	111[b]	c	563
Visiting friends or relatives	343[b]	292	444	625[b]	1,704
Pleasure and personal	622[b]	461	642	395[b]	2,120
TRAIN:					
Total[a]	327[b]	255	367	340[b]	1,289
Business	c	c	82[b]	c	265[b]
Visiting friends or relatives	c	89[b]	162[b]	c	578
Pleasure and personal	c	106[b]	122[b]	c	429[b]
OTHER:					
Total[a]	c	235	341	c	731
Business	c	c	c	c	c
Visiting friends or relatives	c	c	c	c	c
Pleasure and personal	c	121[b]	240	c	449[b]

TABLE 83 (Continued)

PERSON-TRIPS BY MAIN MEANS OF TRANSPORTATION AND MAIN TRIP PURPOSE, RESIDENTS OF CANADA ON TRIPS OF 80 KM OR MORE WITH DESTINATIONS IN CANADA,[a] BY QUARTER, 1980 and 1982

(In Thousands of Person-trips)

Main Means of Transportation and Main Reason	1982				
	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Total
ALL MEANS OF TRANSPORTATION					
Total[a]	21,227	23,027	35,538	21,849	101,642
Business	5,090	4,065	3,799	4,500	17,454
Visiting friends or relatives	7,183	7,125	10,666	8,916	33,890
Pleasure and personal	8,792	11,746	20,917	8,162	49,617
AUTOMOBILE:					
Total[a]	18,312	20,383	32,123	19,210	90,028
Business	3,897	3,128	3,072	3,781	13,878
Visiting friends or relatives	6,419	6,359	9,537	8,025	30,340
Pleasure and personal	7,899	10,881	19,422	7,352	45,554
PLANE:					
Total[a]	1,292	1,277	1,358	1,065	4,992
Business	859	764	564	553[b]	2,740
Visiting friends or relatives	c	c	390	c	1,080
Pleasure and personal	c	c	393	c	1,142
BUS:					
Total[a]	1,082	744	1,086	974	3,886
Business	c	c	c	c	398[b]
Visiting friends or relatives	386[b]	c	403	422[b]	1,471
Pleasure and personal	542[b]	415[b]	600	457[b]	2,014
TRAIN:					
Total[a]	335[b]	336[b]	399	c	1,247
Business	c	c	c	c	c
Visiting friends or relatives	c	c	219[b]	c	739
Pleasure and personal	83[b]	c	139[b]	c	327[b]
OTHER:					
Total[a]	c	c	478	c	1,026
Business	c	c	c	c	245[b]
Visiting friends or relatives	c	c	c	c	198[b]
Pleasure and personal	c	104[b]	358	c	563

[a] The total exceeds the sum of the items because it includes a not stated category.

[b] Since the coefficient of variation of the data is between 16.6 percent and 25 percent at one standard deviation, the data should be used with caution.

[c] Since the coefficient of variation of the data exceeds 25 percent at one standard deviation, the data cannot be released.

Source: *Canadian Travel Survey 1982*, Statistics Canada, Travel, Tourism and Recreation Section, Ottawa, Ontario, Canada K1A 0T6.

TABLE 84

TYPE OF ACCOMMODATION USED, BY REGION OF DESTINATION, 1980 and 1982

(Thousands of Person-nights)

	Canada		Atlantic Provinces		British Columbia		Ontario		Prairie Provinces		Quebec	
Accommodation	1980	1982	1980	1982	1980	1982	1980	1982	1980	1982	1980	1982
Total	266,583	253,779	26,481	21,013	40,652	28,747	82,106	89,337	57,232	62,850	56,814	51,457
Hotel (including tourist home)	19,059	20,392	4,711[a]	3,047	3,356[a]	2,174[a]	5,145[a]	7,656	3,993[a]	5,305	4,519[a]	3,874
Motel	21,065	17,276			5,648	2,557[a]	5,083[a]	5,007[a]	4,737[a]	5,130	2,807	b
Camping/trailer park	34,456	28,725	3,854[a]	1,634	7,954	4,620	9,408	8,382	7,977	8,653	4,647[a]	5,414[a]
Home of friends or relatives	129,569	131,349	13,703	12,892	18,187	16,845	36,678	41,764	31,301	34,966	28,592	24,671
Private cottage	39,613	37,176	3,363	3,014	2,202[a]	1,059[a]	18,097	20,494	5,270[a]	5,433	11,761	8,385[a]
Other	15,100	15,619			2,078[a]	1,217[a]	5,434	5,164[a]	2,030[a]	2,347	3,528	4,690[a]
Not stated	7,178	3,243[a]	b	b	b	b	2,260[a]	b	1,923[a]	1,014	b	b

[a] The data should be used with caution.

[b] Since the coefficient of variation of the data exceeds 25 percent at one standard deviation, the data cannot be released.

Source: *Canadian Travel Survey 1982*, Statistics Canada, Travel, Tourism and Recreation Section, Ottawa, Ontario, Canada K1A 0T6.

TABLE 85

SELECTED SOCIOECONOMIC CHARACTERISTICS OF TRAVELERS, BY QUARTER, 1980 and 1982
(Thousands of Person-trips)

	1980					1982				
Characteristics	I	II	III	IV	Total	I	II	III	IV	Total
PERSON-TRIPS[a]										
TOTAL	21,802	25,898	39,894	23,403	110,996	22,227	23,027	35,538	21,849	101,642
AGE:										
15-24 years	4,723	4,998	7,566	4,619	21,907	3,845	4,118	6,352	3,745	18,060
25-34 years	5,009	5,730	7,951	5,454	24,145	5,406	5,256	7,817	4,871	23,350
35-44 years	3,293	4,093	5,799	3,405	16,590	3,472	3,290	5,267	3,995	16,024
45-54 years	2,262	2,834	4,390	2,697	12,183	2,371	2,938	3,895	2,256	11,460
55-64 years	1,458	2,204	3,343	1,838	8,842	2,019	1,977	2,907	2,128	9,030
65 years and over	850	1,178	1,893	839	4,760	738	1,542	1,949	1,049	5,278
EDUCATION:										
Not stated	4,208	4,861	8,952	4,550	22,571	3,379	3,901	7,353	3,805	18,440
0-8 years	1,862	2,682	4,267	2,103	10,914	2,131	2,126	3,493	1,871	9,621
Some secondary	8,791	10,569	15,910	9,410	44,680	7,696	9,470	13,278	8,706	39,149
Some postsecondary	1,465	2,098	3,033	1,664	8,260	2,101	1,846	2,761	1,768	8,477
Postsecondary certificate or diploma	2,963	2,856	3,733	2,622	12,174	2,405	2,406	4,274	2,346	11,432
University degree	2,514	2,833	4,000	3,054	12,401	3,516	3,275	4,379	3,353	14,523
OCCUPATION:										
Professional/technical	5,071	5,426	7,469	4,963	22,930	5,640	5,000	7,585	5,565	23,790
Clerical	2,686	3,060	4,859	3,303	13,907	2,290	2,989	4,367	2,082	11,728
Sales	1,687	2,386	2,926	1,946	8,945	1,985	1,592	2,435	1,726	7,737
Service	1,780	1,919	2,950	1,844	8,493	1,942	1,942	2,852	1,774	8,510
Primary	1,159	1,215	1,620	1,464	5,457	902	1,083	1,290	1,055	4,332
Manufacturing	3,080	4,193	6,342	2,994	16,609	3,114	3,654	5,737	3,564	16,069
Not in labor force	2,012	7,482	13,379	6,795	29,668	5,347	6,781	11,258	6,089	29,476

[a] The total exceeds the sum of the items because it includes a not stated category.

Source: *Canadian Travel Survey 1982*, Statistics Canada, Travel, Tourism and Recreation Section, Ottawa, Ontario, Canada K1A 0T6.

TABLE 86

REPORTED AND REALLOCATED EXPENDITURE BY TYPE AND QUARTER, 1980 and 1982 (Millions of Dollars)

	1980				
Type of Expenditure	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Total
REPORTED EXPENDITURE					
Total	$ 1,667	$ 2,002	$ 3,960	$ 1,881	$ 9,510
Prepaid packages	167[a]	189	291	133[a]	780
Transportation	550	684	1,172	634	3,040
Accommodation	189[a]	239	522	187[a]	1,137
Food and beverages	376	491	1,093	401	2,361
Recreation and entertainment	145	160	384	147[a]	836
Other	240	239	498	379	1,356
REALLOCATED EXPENSES					
Total	1,638	1,979	3,911	1,855	9,383
Public transportation	293	276	352	291	1,212
Private transportation	307	466	904	385	2,062
Accommodation	212[a]	267	568	205[a]	1,252
Food and beverage	417	539	1,167	438	2,561
Recreation and entertainment	147[a]	164	385	135[a]	831
Other	264	267	536	401	1,468

	1982				
Type of Expenditure	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Total
REPORTED EXPENDITURE					
Total	$ 2,147	$ 2,421	$ 4,418	$ 2,097	$11,085
Prepaid packages	141[a]	98[a]	159	65[a]	463
Transportation	562	615	925	532	2,634
Accommodation	194[a]	179[a]	255	93[a]	721
Food and beverages	367	344	661	231[a]	1,603
Recreation and entertainment	149[a]	101[a]	212	88[a]	550
Other	235	241	324	212[a]	1,012
Not stated	499	843	1,882	876	4,102
REALLOCATED EXPENSES					
Total	2,147	2,421	4,418	2,098	11,084
Public transportation	373	430	624	408	1,835
Private transportation	505	628	1,171	594	2,898
Accommodation	284	312	531	191[a]	1,318
Food and beverages	503	549	1,152	396	2,600
Recreation and entertainment	207[a]	175[a]	391	145[a]	918
Other	276	328	551	362	1,517

[a] Since the coefficient of variation of the data is between 16.6 percent and 25 percent at one standard deviation, the data should be used with caution.

Source: *Canadian Travel Survey 1982*, Statistics Canada, Travel, Tourism and Recreation Section, Ottawa, Ontario, Canada K1A 0T6.

TABLE 87

INTERPROVINCIAL TRAVEL, 1982
(Millions of Person-trips)

	Destination of Residents					
			In Their Own Province		In Other Parts of Canada	
Province of Origin	Total Person-trips	Percent Change 1980-82	Total Person-trips	Percent Change 1980-82	Total Person-trips	Percent Change 1980-82
Total	101,642	- 7.6%	87,579	- 8.1%	14,063	- 3.7%
Alberta	13,383	2.7	10,877	- 2.7	2,506	2.8
British Columbia	8,364	-15.9	7,161	-17.3	1,203	- 6.6
Manitoba	5,505	- 7.3	4,469	0.1	1,036	-29.7
New Brunswick	2,780	- 5.9	2,059	- 7.7	721	- 0.4
Newfoundland	1,778	- 5.4	1,669	- 5.1	109[a]	- 9.2[a]
Nova Scotia	3,478	-12.9	2,854	-13.4	624	-10.5
Ontario	36,046	- 4.0	32,291	- 5.2	3,755	7.7
Prince Edward Island	308	12.4	142	10.9	166	13.7
Quebec	22,381	-16.8	20,113	-15.3	2,268	- 6.1
Saskatchewan	6,969	- 6.7	5,944	- 2.4	1,025	-25.7

[a] The data should be used with caution.

Source: *Canadian Travel Survey 1982*, Statistics Canada, Travel, Tourism and Recreation Section, Ottawa, Ontario, Canada K1A 0T6.

XX

RECREATIONAL PARTICIPATION

Results from the 1982 Canadian Travel Survey provide new insight into some of the activities in which people participate while on trips over 80 km. Table 88 provides participation rates for 15 select activities during 1982 by quarter. At all times of the year, visiting friends and relatives was the most frequently reported activity, occurring on almost half of the person-trips. Other frequently reported activities were shopping (27 percent of person-trips), and sightseeing (16 percent). Swimming was the most popular sporting activity, occurring on 11 percent of the person-trips. Although downhill and cross-country skiing were only 2 percent of the person-trips on an annual basis, they were activities of 9 percent and 7 percent respectively of person-trips made in the first quarter.

Table 89 presents selected activities of domestic travelers by province. Visiting friends and relatives was reported more frequently in Prince Edward Island (57 percent of person-trips) and Nova Scotia (56 percent) than in other parts of Canada. Shopping was another frequent activity for residents of Prince Edward Island (57 percent of person-trips) and of Newfoundland (46 percent). Alberta residents reported visiting a national park (11 percent of the person-trips) more frequently than travelers of any other province. Swimming was more frequently recorded by travelers from Ontario and Manitoba (16 percent of person-trips in each case), while Manitobans participated in hunting or fishing (11 percent) more often than other travelers. Travelers from Quebec reported skiing more often than others–downhill skiing on 5 percent of the person-trips and cross-country skiing on 4 percent. Residents of Saskatchewan more often attended sports events (9 percent of their person-trips).

Tables 90 and 91 provide some highlights from the 1981 Canada Fitness Survey.[1] Table 90 presents 18 recreational activities in which 5 percent or more of the Canadian population aged 10 years or older participated in the previous year. Most commonly reported was walking with almost 12 million people (57 percent of the Canadian population 10 or older) participating. Other leading activities were bicycling (38 percent of the population), swimming (36 percent), jogging/running (31 percent), and gardening (30 percent).

A comparison of the respondents from the 1981 survey (14 or older) with the respondents from the 1976 Survey of Fitness, Physical Recreation and Sport is made in Table 91. Cross-country skiing reported the largest increase (142 percent) between 1976 and 1981. Alpine skiing was second with a 69 percent increase. Hockey on the other hand only increased 6 percent in the number of participants.

---

[1] Additional information may be obtained from T. Stephens, Executive Director, Canada Fitness Survey, 506-294 Albert Street, Ottawa, Ontario, Canada K1P 6E6, (613) 236-0173.

TABLE 88

SELECTED ACTIVITIES OF DOMESTIC TRAVELERS, BY QUARTER, 1982[a]
(Thousands of Person-trips)

Activity	1982	Quarter			
		I	II	III	IV
Total	101,642	21,227	23,027	35,538	21,849
Total with one or more activities	78,642	15,262	17,975	29,666	15,738
Total with no activities reported	23,000	5,965	5,052	5,872	6,111
Visiting friends or relatives	49,444	9,151	11,152	18,007	11,134
Convention	1,894	444[b]	576[b]	437[b]	437[b]
Shopping	27,348	5,728	6,040	9,484	6,096
Sightseeing	15,873	1,667	3,567	8,805	1,834
Attend cultural events	4,026	636[b]	931	1,836	623[b]
Nightlife/recreational activities	12,391	2,312	2,874	4,704	2,501
Visit zoo/historic site/ natural display	5,924	321[b]	1,355	3,580	668
Visit natural park	3,065	502[b]	805	1,470	c
Attend sports events	5,568	1,456	1,150	1,988	974
Swimming	11,479	603[b]	2,562	8,107	c
Other water sports	5,609	c	1,194	4,268	c
Hunting or fishing	6,350	c	1,901	3,835	402[b]
Cross-country skiing	2,014	1,516	c	c	391[b]
Downhill skiing	2,436	1,881	c	c	423[b]
Other sports or outdoor activities	5,817	924	1,246	2,228	1,419

[a] Travel by residents of Canada on trips of 80 km or more with destinations in Canada.
[b] Figures should be used with caution.
[c] Sampling variability too high to permit release.

Source: *Canadian Travel Survey, 1982*.

TABLE 89

SELECTED ACTIVITIES OF DOMESTIC TRAVELERS, BY PROVINCE, 1982

(Thousands of Person-trips)

Activity	Canada	Alberta	British Columbia	Mani-toba	New Brunswick	Newfound-land	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskat-chewan
Total	101,642	13,488	8,414	5,522	2,791	1,791	3,498	36,148	311	22,491	6,988
Total with one or more activities	78,642	11,125	7,023	4,277	2,158	1,330	2,890	28,025	250	15,835	5,599
Total with no activities reported	23,000	2,363	1,391	1,245	633	461	608	8,123	61[b]	6,656	1,389
Visiting friends or relatives	49,444	6,949	4,338	2,568	1,294	848	1,956	18,344	178	9,782	3,127
Convention	1,894	425	c	82[b]	87[b]	c	76[b]	587[b]	c	320[b]	125[b]
Shopping	27,348	3,955	3,250	1,349	936	821	1,212	9,374	178	3.636	2,702
Sightseeing	15,873	2,277	1,800	686	464	285[b]	755	6,613	60[b]	2.116	769
Attend cultural events	4,026	375	342[b]	192[b]	106[b]	c	197	1,598	c	972	194
Nightlife/recreational activities	12,391	1,889	1,290	596	310	186[b]	550	4,872	32[b]	1,981	672
Visit zoo/historic site/ natural display	5,924	743	639	227	212	113[b]	239	2,261	c	1,187	279
Visit natural park	3,065	1,483	258[b]	236	90[b]	c	123[b]	439[b]	c	212[b]	161
Attend sports events	5,568	662	442[b]	302	222	c	256	1,839	c	1,112	646
Swimming	11,479	1,312	793	871	166[b]	83[b]	298	5,825	c	1,504	586
Other water sports	5,609	583	317[b]	359	c	c	92[b]	3,333	c	575	286
Hunting or fishing	6,350	748	504	622	103[b]	c	126[b]	2,854	c	969	352
Cross-country skiing	2,014	306	c	72[b]	c	c	c	570[b]	c	909	c
Downhill skiing	2,436	572	278[b]	c	c	c	73[b]	c	c	1.127	68[b]
Other sports or outdoor activities	5,817	681	548	408	82[b]	c	232	2,216	c	1.430	330

[a] Travel by residents of Canada on trips of 80 km or more with destinations in Canada.

[b] Figures should be viewed with caution.

[c] Sampling variability too high to permit release.

Source: *Canadian Travel Survey, 1982*.

TABLE 90

PARTICIPATION IN RECREATIONAL ACTIVITIES, CANADA, 1981
(In Thousands)

Activity	Persons 10 Years and Over Participating at Least Once in Last 12 Months	Percent of Population 10 Years and Over
Population	20,718	100%
Walking	11,861	57
Bicycling	7,838	38
Swimming (pool)	7,498	36
Jogging/running	6,456	31
Gardening	6,183	30
Home exercises	5,832	28
Ice skating	4,330	21
Cross-country skiing	3,631	18
Tennis	3,050	15
Golf	2,623	13
Popular dance	2,610	13
Baseball	2,285	11
Alpine skiing	2,244	11
Ice hockey	1,958	9
Bowling	1,717	8
Exercise classes	1,641	8
Racquetball	1,227	6
Curling	999	5

Source: *Fitness and Lifestyle in Canada*, Canada Fitness Survey.

TABLE 91

CHANGES IN RECREATIONAL PARTICIPATION, CANADA, 1976 to 1981
(In Thousands)

Activity	Persons 14 years and over participating at least once during last 12 months 1976	1981	Percent Increase
Total Population	17,452	19,199	10%
Cross-country skiing	1,336	3,239	142
Alpine skiing	1,199	2,023	69
Golf	1,911	2,524	32
Tennis	2,175	2,680	23
Ice skating	2,930	3,473	19
Swimming	5,558	6,494	17
Curling	826	954	15
Ice hockey	1,459	1,549	6

Source: *Culture Statistics, Recreation Activities 1976*, and *Fitness and Lifestyle in Canada*, Canada Fitness Survey.

XXI

TRAVEL COSTS

Table 92 compares the Canadian Travel Price Index and Consumer Price Index for the years 1972 to 1982. The Travel Price Index (TPI) was higher than the Consumer Price Index (CPI) throughout the period. During the 11-year period, the Travel Price Index increased 192 percent. This compares to a 158 percent increase for the Consumer Price Index. The 1982 TPI was up 18.1 percent over 1980, while the CPI increased 14.1 percent during this period. These were the highest increases in the 11 years. The previous high was 1975 over 1974, for the TPI (an increase of 13.6 percent) and 1974 over 1973 for the CPI (up 10.9 percent).

TABLE 92

TRAVEL PRICE INDEX AND ANNUAL AVERAGE CONSUMER PRICE INDEX, CANADA
1972-1982

(1971 = 100)

Index	1972	1973	1974	1975	1976	1977	1978	1979	1980
Travel Price Index	105.6	114.0	129.2	146.8	158.0	169.6	183.0	200.0	225.4
All items of Consumer Price Index	104.8	112.7	125.0	138.5	148.9	160.8	175.2	191.2	210.6

Index	1981	1982	% Change 1972-1982
Travel Price Index	261.3	308.5	192.1%
All items of Consumer Price Index	236.9	270.4	158.0

Source: *Travel, Tourism and Outdoor Recreation, A Statistical Digest, 1980 and 1981*, and *Travel Log*, Travel, Tourism and Recreation Section, Statistics Canada, Ottawa, Ontario, Canada K1A 0T6.

XXII

INTERNATIONAL TRAVEL BY CANADIANS

This chapter provides statistics on travel by Canadian residents returning from the United States and other foreign countries from the Statistics Canada publication *Travel Between Canada and Other Countries 1982*.[1] As indicated in Table 93, in 1982 Canadians made 10,266,000 person-trips to the United States. This travel involved 74,366,000 person-nights (an average stay of 7.2 nights), and spending of $2.5 billion (an average per person-night of $33.80). Twenty-two percent of the person-trips reported the Middle Atlantic region as a destination, 17 percent went to the Pacific region, and 14 percent to New England. Over half of the trips were for other pleasure, recreation or holiday reasons. A stay of 2-6 nights was reported for 52 percent of the person-trips, 34 percent of which were taken during the third quarter.

A total of 1,489,000 person-trips were made to countries other than the U.S. in 1982 (see Table 94). Of these 51 percent were to Europe and 25 percent to Bermuda and the Caribbean. Forty-eight percent were for other pleasure, recreation or holiday purposes, and an additional 36 percent were to visit friends or relatives. Over 90 percent of these trips were for one week or longer, with 38 percent being for 21 nights or longer. Travel was spread out through the year, with 30 percent of the trips terminating in the first quarter, 29 percent in the third quarter, 23 percent in the second quarter and 18 percent in the fourth quarter.

Table 95 provides visits, expenditures and length of stay of Canadians returning from the U.S. by selected states. New York was the leading state accounting for 15.8 percent of the total visits, 13.8 percent of the visits lasting one or more nights, and 19.7 percent of the same day visits. Florida was second accounting for 10.1 percent of the visits consisting of at least one night and Michigan was second in same day visits (13.6 percent of the total). Florida ranked first in visit nights (24,013,000) and in spending ($692,700,000).

Europe accounted for 58.2 percent of total visits and 63.3 percent of the visits of one or more nights as shown in Table 96. The other region reporting a high percentage of visits of one or more nights was Bermuda and the Caribbean (17.5 percent). The United Kingdom was the leading country with 16.6 percent of the overnight visits. Europe accounted for 82 percent of the total spending and 62 percent of total visit-nights.

Tables 97 and 98 present trip characteristics of Canadian residents returning from the U.S. and other countries between 1973 and 1982. Person-trips to the U.S. have increased from 8,673,000 in 1973 to 10,266,000 in 1982, reaching a series high in 1977 (11,845,000). Over the ten year period, the automobile remained the major type of transportation on trips to the U.S. ranging from 77.7 percent of the person-trips in 1973 to 63.6 percent in 1981 (1982 was 64.6 percent). The third quarter has remained the major quarter of re-entry, although its share has declined from 41.2 percent in 1973 to 34.4 percent of the person-trips in 1982. Region of destination has remained fairly constant, with New England, Middle Atlantic and Pacific regions being the top three destinations. Other pleasure, recreation or holiday continues to be the major purpose of trip, and 2-6 nights the major night group, both accounting for over 50 percent of the person-nights throughout the 10 year period.

---

[1] *Travel Between Canada and Other Countries* is available from Statistics Canada on a quarterly and annual basis. The 1982 report is $7.40 in Canada and $8.90 elsewhere.

In terms of trips to countries other than the U.S., a 15 percent increase in person-trips was recorded between 1973 and 1982, with the series high being reached in 1978 (1,809,000 person-trips). Europe, which remains the number one destination has been losing its percentage share, dropping from 64.0 percent in 1973 to 51.1 percent in 1982. Meanwhile, Bermuda and the Caribbean have increased their share from 20.7 percent in 1973 to 25.2 percent in 1982. Pleasure, recreation or holiday continues to be the main purpose for travel accounting for between 45 and 55 percent of the person-trips made during the period. Visiting friends or relatives is the second main reason accounting for between 20 and 30 percent of the person-trips.

TABLE 93

NUMBER, NIGHTS AND EXPENDITURES OF CANADIAN RESIDENTS RETURNING FROM THE UNITED STATES AFTER A STAY OF ONE OR MORE NIGHTS, BY SELECTED TRIP CHARACTERISTICS, 1982

Trip Characteristics	Person-trips (000)	Person-trips %	Person-nights (000)	Average Number of Nights	Spending in United States ($000,000)	Average Spending per Person-trip	Average Spending per Person-night
Type of Transportation							
Automobile	6,635	64.6%	39,948	6.0	$1,072	$161.60	$26.80
Plane	2,853	27.8	28,748	10.1	1,266	443.70	44.00
Bus	545	5.3	4,040	7.4	139	255.00	34.40
Train	31	0.3	284	9.2	8	258.10	28.20
Boat	71	0.7	615	8.7	5	70.40	8.10
Other methods	131	1.3	731	5.6	22	167.90	30.10
Total	10,266	100.0	74,366	7.2	2,512	244.70	33.80
Region of Destination							
New England	1,404	13.7	7,072	5.0	210	149.60	29.70
Middle Atlantic	2,349	22.9	8,273	3.5	282	120.10	34.10
South Atlantic	1,250	12.2	19,369	15.5	630	504.00	32.50
East North Central	1,104	10.8	3,658	3.3	109	98.70	29.80
West North Central	564	5.5	1,890	3.4	73	129.40	38.60
East South Central	58	0.6	351	6.1	17	293.10	48.40
West South Central	108	1.0	1,137	10.5	49	453.70	43.10
Mountain	793	7.7	5,565	7.0	243	306.40	43.70
Pacific	1,769	17.2	10,278	5.8	348	196.70	33.90
Alaska	83	0.8	406	4.9	11	132.50	27.10
Hawaii	292	2.8	4,822	16.5	244	835.60	50.60
Touring[a]	492	4.8	11,545	23.5	296	601.60	25.60
Total	10,266	100.0	74,366	7.2	2,512	244.70	33.80
Purpose of Trip							
Business, convention and employment	1,196	11.6	4,972	4.2	368	307.70	74.00
Visiting friends or relatives	2,558	24.9	16,256	6.4	297	116.10	18.30
Other pleasure, recreation or holiday	5,726	55.8	46,302	8.1	1,649	288.00	35.60
Other	337	3.3	2,109	6.3	56	166.20	26.60
Two Purposes							
Business and visiting	45	0.5	386	8.6	12	266.70	31.10
Business and pleasure	45	0.4	409	9.1	22	488.90	53.80
Visiting and pleasure	280	2.7	3,301	11.8	92	328.60	27.90
Other combined purposes	77	0.8	620	8.1	16	207.80	25.80
Not stated	2	-	11	5.5	-	-	-
Total	10,266	100.0	74,366	7.2	2,512	244.70	33.80

TABLE 93 (Continued)

NUMBER, NIGHTS AND EXPENDITURES OF CANADIAN RESIDENTS RETURNING FROM THE UNITED STATES AFTER A STAY OF ONE OR MORE NIGHTS, BY SELECTED TRIP CHARACTERISTICS, 1982

	Person-trips		Person-nights	Average Number of	Spending in United States	Average Spending per Person-	Average Spending per Person-
Trip Characteristics	(000)	%	(000)	Nights	($000,000)	trip	night
Night Group							
1 night	1,320	12.9	1,320	1.0	64	48.50	48.50
2-6 nights	5,382	52.4	16,433	3.1	711	132.10	43.30
7-13 nights	2,066	20.1	18,383	8.9	703	340.30	38.20
14-20 nights	959	9.3	14,846	15.5	529	551.60	35.60
21 nights and over	539	5.3	23,384	43.4	505	936.90	21.60
Total	10,266	100.0	74,366	7.2	2,512	244.70	33.80
Quarter of Re-entry							
I	2,187	21.3	21,967	10.0	799	365.30	36.40
II	2,638	25.7	21,726	8.2	686	260.00	31.60
III	3,531	34.4	20,296	5.7	616	174.50	30.40
IV	1,910	18.6	10,377	5.4	411	215.20	39.60
Total	10,266	100.0	74,366	7.2	2,512	244.70	33.80

[a] Stated 3 or more regions visited.

Source: *Travel Between Canada and Other Countries*, Statistics Canada.

TABLE 94

NUMBER, NIGHTS AND EXPENDITURES OF CANADIAN RESIDENTS RETURNING FROM COUNTRIES OTHER THAN THE UNITED STATES, BY SELECTED TRIP CHARACTERISTICS, 1982

Trip Characteristics	Person-trips		Person-nights[a]	Average Number of	Spending in Country	Average Spending per Person-	Average Spending per Person-
	(000)	%	(000)	Nights	($000,000)	trip	night
Area of Destination							
Europe	761	51.1%	19,834	26.1	$ 668.9	$ 879.00	$33.70
United Kingdom	246	16.5	5,589	22.7	165.3	672.00	29.60
United Kingdom and Other Europe	127	8.5	4,291	33.8	170.5	1,342.50	39.70
Other Europe	369	24.8	9,536	25.8	315.5	855.00	33.10
Europe and one other destination	19	1.3	418	22.0	17.6	926.30	42.10
Africa	26	1.8	930	35.8	36.0	1,384.60	38.70
Asia	78	5.2	2,698	34.6	105.1	1,347.40	39.00
Central America	6	0.4	173	28.8	4.8	800.00	27.70
Bermuda and Caribbean	376	25.2	4,407	11.7	234.9	624.70	53.30
South America	24	1.6	531	22.1	19.9	829.20	37.50
Other areas	142	9.5	3,163	22.3	121.9	858.50	38.50
Cruises	62	4.2	769	12.4	17.3	279.00	22.50
Combined destinations[b]	14	1.0	755	53.9	33.7	2,407.10	44.60
Total	1,489	100.0	33,260	22.3	1,242.5	834.50	37.40
Purpose of Trip							
Business, convention and employment	202	13.6	3,614	17.9	222.3	1,100.50	61.50
Visiting friends or relatives	442	29.7	12,548	28.4	262.1	593.00	20.90
Other pleasure, recreation or holiday	714	47.9	12,437	17.4	611.3	856.20	49.20
Other	33	2.2	1,671	50.6	34.8	1,054.50	20.80
Two Purposes							
Business and visiting	15	1.0	402	26.8	16.4	1,093.30	40.80
Business and pleasure	13	0.9	320	24.6	18.4	1,415.40	57.50
Visiting and pleasure	57	3.8	1,764	30.9	63.4	1,112.30	35.90
Other combined purposes	13	0.9	504	38.8	13.8	1,061.50	27.40
Not stated	-	-	-	-	-	-	-
Total	1,489	100.0	33,260	22.3	1,242.5	834.50	37.40
Night Group							
1 night	1	0.1	1	1.0	0.1	100.00	100.00
2-6 nights	84	5.6	364	4.3	30.5	363.10	83.80
7-13 nights	436	29.3	3,719	8.5	246.4	565.10	66.30
14-20 nights	401	26.9	6,220	15.5	321.8	802.50	51.70
21 nights and over	567	38.1	22,956	40.5	643.7	1,135.30	28.00
Total	1,489	100.0	33,260	22.3	1,242.5	834.50	37.40

TABLE 94 (Continued)

NUMBER, NIGHTS AND EXPENDITURES OF CANADIAN RESIDENTS RETURNING FROM COUNTRIES OTHER THAN THE UNITED STATES, BY SELECTED TRIP CHARACTERISTICS, 1982

Trip Characteristics	Person-trips (000)	Person-trips %	Person-nights[a] (000)	Average Number of Nights	Spending in Country ($000,000)	Average Spending per Person-trip	Average Spending per Person-night
Quarter of Re-entry							
I	453	30.5	7,610	16.8	314.1	693.40	41.30
II	340	22.8	7,732	22.7	300.2	882.90	38.80
III	429	28.8	12,156	28.3	391.9	913.50	32.20
IV	267	17.9	5,762	21.6	236.3	885.00	41.00
Total	1,489	100.0	33,260	22.3	1,242.5	834.50	37.40

[a] Includes nights traveling to destination.

[b] Three or more areas of destination.

Source: *Travel Between Canada and Other Countries*, Statistics Canada.

TABLE 95

VISITS, EXPENDITURES AND LENGTH OF STAY OF CANADIAN RESIDENTS RETURNING FROM THE UNITED STATES, BY SELECTED STATES, 1982[a]

	Same Day[b]			One or More Nights				Total		
	Visits			Visits				Visits		
Selected States	No. (000)	%	Spending ($000,000)	No. (000)	%	Spending ($000,000)	Visit Nights (000)	No. (000)	%	Spending ($000,000)
Arizona	14	0.2%	$ 0.1	168	1.2%	$ 63.4	2,161	182	0.8%	$ 63.5
California	70	0.9	0.3	621	4.3	243.5	6,032	691	3.2	243.8
Connecticut	36	0.5	0.3	127	0.9	12.5	508	163	0.8	12.8
Florida	66	0.9	0.3	1,443	10.1	692.7	24,013	1,509	6.9	693.0
Georgia	231	3.1	1.1	254	1.8	21.9	608	485	2.2	23.0
Hawaii	16	0.2	-	314	2.2	248.0	4,890	330	1.5	248.0
Idaho	173	2.3	0.9	127	0.9	8.9	350	300	1.4	9.8
Illinois	109	1.4	0.9	169	1.2	27.6	614	278	1.3	28.5
Kentucky	198	2.6	0.9	198	1.4	9.7	335	396	1.8	10.6
Maine	226	3.0	1.4	669	4.7	73.1	2,572	895	4.1	74.5
Maryland	261	3.4	0.8	111	0.8	9.6	340	372	1.7	10.4
Massachusetts	119	1.6	0.9	362	2.5	64.0	1,868	481	2.2	64.9
Michigan	1,025	13.6	7.2	765	5.4	45.7	2,007	1,790	8.2	52.9
Minnesota	144	1.9	1.3	281	2.0	30.2	807	425	2.0	31.5
Montana	64	0.8	0.6	418	2.9	38.9	1,231	482	2.2	39.5
Nevada	12	0.2	0.3	382	2.7	110.8	1,520	394	1.8	111.1
New Hampshire	394	5.2	1.7	236	1.6	18.0	695	630	2.9	19.7
New Jersey	146	1.9	0.9	278	1.9	49.5	1,530	424	1.9	50.4
New York	1,489	19.7	10.1	1,969	13.8	204.2	6,056	3,458	15.8	214.3
North Carolina	192	2.5	1.0	145	1.0	11.8	401	337	1.5	12.8
North Dakota	112	1.5	1.3	343	2.4	27.7	726	455	2.1	29.0
Ohio	216	2.9	1.4	471	3.3	32.6	1,060	687	3.1	34.0
Oregon	22	0.3	0.2	294	2.1	26.6	917	316	1.5	26.8
Pennsylvania	382	5.1	1.8	367	2.6	30.2	950	749	3.4	32.0
South Carolina	126	1.7	0.6	183	1.3	34.8	1,000	309	1.4	35.4
Tennessee	164	2.2	0.8	232	1.6	20.6	492	396	1.8	21.4
Texas	13	0.2	0.1	133	0.9	44.3	1,157	146	0.7	44.4
Utah	13	0.2	0.1	100	0.7	11.3	385	113	0.5	11.4

TABLE 95 (Continued)

VISITS, EXPENDITURES AND LENGTH OF STAY OF CANADIAN RESIDENTS RETURNING FROM THE UNITED STATES, BY SELECTED STATES, 1982[a]

	Same Day[b]			One or More Nights				Total		
	Visits			Visits				Visits		
Selected States	No. (000)	%	Spending ($000,000)	No. (000)	%	Spending ($000,000)	Visit Nights (000)	No. (000)	%	Spending ($000,000)
Vermont	550	7.3	2.0	547	3.8	37.7	1,452	1,097	5.0	39.7
Virginia	159	2.1	0.7	248	1.7	24.6	846	407	1.9	25.3
Washington	297	3.9	2.4	1,357	9.5	93.5	3,820	1,654	7.6	95.9
Wisconsin	71	0.9	0.5	100	0.7	9.1	271	171	0.8	9.6
Other states	439	5.8	3.4	874	6.1	114.2	2,942	1,313	6.0	117.6
Total	7,549	100.0	46.3	14,286	100.0	2,491.2	74,556	21,835	100.0	2,537.5

[a] Includes Canadians traveling in U.S. enroute to or returning from other countries.

[b] Excludes travelers leaving and returning by auto on same day.

Source: *Travel Between Canada and Other Countries*, Statistics Canada.

TABLE 96

VISITS, EXPENDITURES AND LENGTH OF STAY OF CANADIAN RESIDENTS IN SELECTED COUNTRIES, 1982[a]

	Same Day			One or More Nights				Total		
	Visits			Visits				Visits		
Country	No. (000)	%	Spending ($000,000)	No. (000)	%	Spending ($000,000)	Visit Nights (000)	No. (000)	%	Spending ($000,000)
Bermuda	2	0.5	0.1	36	1.5	23.7	369	38	1.4	23.8
Cuba	-	-	-	53	2.3	28.6	522	53	1.9	28.6
Jamaica	9	2.3	0.2	64	2.7	37.1	675	73	2.7	37.3
Puerto Rico	22	5.7	0.5	17	0.7	8.7	161	39	1.4	9.2
Other	115	29.6	4.2	107	4.6	61.1	1,314	222	8.1	65.3
Total	174	44.7	6.1	410	17.5	238.4	4,435	584	21.3	244.5
South America	15	3.8	0.4	36	1.5	20.7	523	51	1.9	21.1
North America										
Mexico	73	18.7	2.2	106	4.5	62.2	1,258	179	6.5	64.4
Other	3	0.8	0.1	10	0.4	1.2	33	13	0.5	1.3
Total	76	19.5	2.3	116	4.9	63.4	1,291	192	7.0	65.7
Oceania and Other Ocean Islands	3	0.8	0.1	64	2.7	63.3	1,917	67	2.5	63.4
Total	389	100.0	11.6	2,350	100.0	1,234.4	31,995	2,739	100.0	1,246.0

[a] Includes Canadians on side trips to other countries while visiting the United States.

Source: *Travel Between Canada and Other Countries*, Statistics Canada.

TABLE 96 (Continued)

VISITS, EXPENDITURES AND LENGTH OF STAY OF CANADIAN RESIDENTS IN SELECTED COUNTRIES. 1982[a]

	Same Day			One or More Nights				Total		
	Visits			Visits				Visits		
Country	No. (000)	%	Spending ($000,000)	No. (000)	%	Spending ($000,000)	Visit Nights (000)	No. (000)	%	Spending ($000,000)
Europe										
Austria	6	1.5%	$ 0.1	74	3.2%	$ 21.1	542	80	2.9%	$ 21.2
Belgium	13	3.3	0.2	55	2.3	10.4	311	68	2.5	10.6
Denmark	2	0.5	-	28	1.2	9.0	251	30	1.1	9.0
France	17	4.4	0.4	200	8.5	102.8	2,456	217	7.9	103.2
Germany (W)	14	3.6	0.3	164	7.0	65.2	2,295	178	6.5	65.5
Greece	1	0.3	0.1	38	1.6	23.5	696	39	1.4	23.6
Ireland, Republic of	-	-	-	25	1.1	10.7	289	25	0.9	10.7
Italy	8	2.1	0.2	116	4.9	56.7	1,590	124	4.5	56.9
Netherlands	11	2.8	0.2	114	4.9	29.0	1,024	125	4.6	29.2
Portugal	-	-	-	30	1.3	18.3	595	30	1.1	18.3
Spain	1	0.3	0.1	40	1.7	22.8	640	41	1.5	22.9
Switzerland	16	4.1	0.3	113	4.8	34.0	699	129	4.7	34.3
United Kingdom	10	2.6	0.2	391	16.6	236.7	7,218	401	14.6	236.9
Yugoslavia	2	0.5	-	14	0.6	6.3	198	16	0.6	6.3
Other	7	1.8	0.2	85	3.6	37.3	920	92	3.4	37.5
Total	108	27.8	2.3	1,487	63.3	683.8	19,724	1,595	58.2	686.1
Africa	2	0.5	0.1	62	2.6	44.0	1,086	64	2.3	44.1
Asia										
Hong Kong	-	-	-	29	1.2	18.8	415	29	1.1	18.8
Japan	2	0.5	-	34	1.5	27.8	431	36	1.3	27.8
Other	6	1.6	0.2	105	4.5	69.4	2,001	111	4.0	69.6
Total	8	2.1	0.2	168	7.2	116.0	2,847	176	6.4	116.2
Central America	3	0.8	0.1	7	0.3	4.8	172	10	0.4	4.9
Bermuda and Caribbean										
Bahamas	13	3.3	0.7	75	3.2	41.2	695	88	3.2	41.9
Barbados	13	3.3	0.4	58	2.5	38.0	699	71	2.6	38.4

TABLE 97

SUMMARY OF TRIP CHARACTERISTICS OF CANADIAN RESIDENTS RETURNING FROM THE UNITED STATES AFTER A STAY OF ONE OR MORE NIGHTS 1973-1982

Trip Characteristics	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
Person-trips (000)	8,673	8,556	9,812	10,955	11,845	11,660	10,516	11,238	10,838	10.266
Number of persons in sample	61,500	80,100	94,800	134,400	177,200	165,100	125,400	113,600	113,100	119,900
	Percentage of Person-Trips									
Type of Transportation										
Automobile	77.7%	73.4%	74.9%	74.6%	73.5%	71.6%	65.1%	65.4%	63.6%	64.6%
Plane	15.5	19.1	18.5	18.7	20.1	22.3	27.6	27.4	28.5	27.8
Bus	5.9	6.6	5.5	5.5	5.0	5.0	5.1	4.9	5.0	5.3
Train	0.2	0.4	0.4	0.3	0.4	0.4	0.4	0.4	0.4	0.3
Boat	0.7	0.5	0.7	0.9	1.0	0.7	0.7	0.6	0.8	0.7
Other methods[a]	-	-	-	-	-	-	1.1	1.3	1.7	1.3
Quarter of Re-entry										
I	18.3	16.7	19.9	18.6	19.2	21.2	21.4	20.7	20.9	21.3
II	23.2	22.0	22.3	22.9	23.9	23.0	25.6	24.5	25.5	25.7
III	41.2	42.1	39.7	40.3	40.1	39.2	34.0	37.2	35.7	34.4
IV	17.3	19.2	18.1	18.2	16.8	16.6	19.0	17.6	17.9	18.6
Region of Destination[b]										
New England	22.2	20.8	20.2	17.8	16.5	15.5	14.7	14.8	15.1	13.7
Middle Atlantic	20.3	20.0	17.9	17.1	18.3	18.2	21.9	23.2	22.5	22.9
South Atlantic	13.3	12.3	14.5	16.2	15.8	17.4	10.5	10.6	11.5	12.2
East North Central	10.6	9.5	10.1	9.5	9.6	9.9	11.5	10.7	11.0	10.8
West North Central	7.3	7.0	7.4	8.6	7.2	5.7	5.3	5.9	5.5	5.5
East South Central	0.9	0.7	0.6	0.9	0.8	0.7	0.6	0.5	0.4	0.6
West South Central	1.0	1.0	1.2	1.3	1.2	1.3	1.1	1.0	1.3	1.0
Mountain	6.1	6.7	7.4	7.6	6.7	6.3	6.7	7.4	7.6	7.7
Pacific	16.2	19.9	18.1	18.2	19.0	18.5	18.9	17.5	17.4	17.2
Alaska	0.3	0.3	0.5	0.4	0.1	0.2	0.3	0.2	0.3	0.8
Hawaii	0.8	1.4	1.4	1.7	2.2	2.9	3.0	2.9	2.3	2.8
Touring[c]	1.0	0.4	0.7	0.7	2.6	3.4	5.5	5.3	5.1	4.8

TABLE 97 (Continued)

SUMMARY OF TRIP CHARACTERISTICS OF CANADIAN RESIDENTS RETURNING FROM THE UNITED STATES AFTER A STAY OF ONE OR MORE NIGHTS 1973-1982

Trip Characteristics	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
Purpose of Trip										
Business, convention and employment	10.7%	9.2%	9.4%	8.5%	9.1%	9.5%	12.1%	11.5%	12.6%	11.6%
Visiting friends or relatives	22.1	21.0	18.6	16.9	16.3	18.1	25.8	24.5	24.3	24.9
Other pleasure, recreation or holiday	50.4	55.9	56.1	57.5	58.5	57.1	53.8	55.7	56.2	55.8
Other	4.8	3.4	5.2	6.4	6.3	5.9	3.6	3.2	2.8	3.3
Two purposes										
Business and visiting	0.8	0.3	0.4	0.3	0.3	0.3	0.5	0.5	0.3	0.5
Business and pleasure	1.1	0.6	0.6	0.8	0.7	0.7	0.6	0.6	0.5	0.4
Visiting and pleasure	5.7	5.3	4.6	4.2	3.8	4.2	2.9	3.1	2.7	2.7
Other Combined Purposes	4.4	4.3	5.1	5.4	5.0	4.2	0.7	0.9	0.6	0.8
Not stated[d]							-	-	-	-
Night Group										
1 night	15.3	14.1	12.9	11.9	11.8	12.0	13.4	12.8	13.1	12.9
2-6 nights	52.8	56.5	53.9	53.9	53.1	50.6	52.8	51.6	52.1	52.4
7-13 nights	15.7	16.5	18.0	18.0	18.6	20.0	18.7	20.0	20.9	20.1
14-20 nights	9.4	8.4	9.7	10.7	10.2	10.9	9.8	10.4	9.1	9.3
21 nights and over	6.8	4.5	5.5	5.5	6.3	6.5	5.3	5.2	4.8	5.3

[a] Persons re-entering Canada by "other methods" were not sampled prior to 1979.
[b] Processing methods change in 1979 to include all states visited from main destination, thus increasing the touring category (3 or more regions visited).
[c] Stated visiting 3 or more regions.
[d] Change in processing methods in 1979.

Source: *Travel Between Canada and Other Countries*, Statistics Canada.

TABLE 98

SUMMARY OF TRIP CHARACTERTISTICS OF CANADIAN RESIDENTS RETURNING FROM COUNTRIES OTHER THAN THE UNITED STATES 1973-1982

Trip Characteristics	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
Person-trips (000)	1,292	1,312	1,420	1,582	1,777	1,809	1,757	1,585	1,478	1,489
Number of persons in sample	22,000	21,200	24,600	17,400	23,200	27,800	31,800	29,800	31,700	33,300
	Percentage of Person-Trips									
Quarter of Re-entry										
I	26.2%	28.9%	28.2%	29.3%	29.7%	30.1%	30.6%	32.6%	30.7%	30.5%
II	22.0	21.2	22.1	22.5	22.2	22.8	21.9	21.8	22.6	22.8
III	34.9	33.1	32.3	30.4	31.5	30.8	31.1	28.9	28.8	28.8
IV	16.9	16.8	17.4	17.8	16.6	16.3	16.4	16.7	17.9	17.9
Area of Destination										
Europe	64.0	62.7	60.0	58.1	60.1	56.0	53.2	49.7	50.3	51.1
United Kingdom only	20.8	20.4	18.7	19.7	21.0	19.3	19.6	17.4	17.0	16.5
United Kingdom and Other Europe	14.0	12.2	12.1	10.7	11.7	9.6	9.3	8.6	7.9	8.5
Other Europe	27.0	28.0	26.8	25.7	25.7	25.2	23.0	22.3	24.1	24.8
Europe and one other area of destination	2.2	2.1	2.4	2.0	1.7	1.9	1.3	1.4	1.3	1.3
Africa	1.7	1.7	1.8	1.6	1.5	1.6	1.3	1.6	1.6	1.8
Asia	1.7	2.5	2.8	4.2	5.1	4.7	3.8	4.4	4.9	5.2
Central America	0.2	0.3	0.3	0.3	0.3	0.8	0.4	0.5	0.3	0.4
Bermuda and Caribbean	20.7	21.1	24.3	22.2	19.7	22.8	25.8	27.1	27.2	25.2
South America	0.8	1.2	1.2	1.6	1.8	2.0	1.7	1.5	1.7	1.6
Other areas	7.7	8.1	7.8	8.5	8.2	9.0	9.9	11.3	9.4	9.5
Cruises	2.9	1.8	1.4	3.0	2.9	2.7	2.8	3.0	3.5	4.2
Combined destinations[a]	0.3	0.6	0.4	0.5	0.4	0.4	1.1	0.9	1.1	1.0

TABLE 98 (Continued)

SUMMARY OF TRIP CHARACTERTISTICS OF CANADIAN RESIDENTS RETURNING FROM COUNTRIES OTHER THAN THE UNITED STATES 1973-1982

Trip Characteristics	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
Purpose of Trip										
Business, convention and employment	9.0%	10.2%	9.7%	11.0%	9.5%	9.7%	11.4%	13.6%	13.4%	13.6%
Visiting friends or relatives	19.2	20.7	19.9	19.8	20.2	20.0	30.4	29.9	32.3	29.7
Other pleasure, recreation or holiday	55.4	53.2	52.9	50.9	51.9	52.2	47.2	46.6	45.7	47.9
Other	0.8	0.7	1.9	2.6	2.4	2.4	2.8	2.7	1.8	2.2
Two Purposes										
Business and visiting	0.8	0.7	0.7	0.8	0.8	0.8	1.2	1.2	1.1	1.0
Business and pleasure	2.3	2.3	2.4	1.8	2.0	2.4	1.0	1.1	1.1	0.9
Visiting and pleasure	12.2	11.8	12.2	12.4	12.6	12.0	5.2	4.0	3.7	3.8
Other combined purposes	0.3	0.4	0.3	0.7	0.6	0.5	0.8	0.9	0.9	0.9
Not stated[b]							-	-	-	-
Night Groups[c]										
1 night							0.1	0.1	0.2	0.1
2-6 nights							5.5	5.4	5.2	5.6
7-13 nights							25.9	28.2	28.8	29.3
14-20 nights							29.8	29.6	28.1	26.9
21 nights and over							38.7	36.7	37.7	38.1

[a] Three or more areas of destination.
[b] Change in processing methods in 1979.
[c] Figures not available prior to 1979.

Source: *Travel Between Canada and Other Countries*, Statistics Canada.

XXIII

FOREIGN VISITORS TO CANADA

Data in this chapter are again from the report *Travel Between Canada and Other Countries, 1982* published by Statistics Canada. Table 99 provides the number of visitors by country for the period 1972 to 1982. Foreign visitor count declined from 37,148,200 in 1972 to 34,406,500 in 1982, after reaching the series high in 1981 (41,953,700). In 1982 the U.S. accounted for 94.3 percent of the total visitors, Europe for 3.6 percent, Asia for 1.1 percent, the Americas for 0.7 percent, Oceania for 0.3 percent and Africa for 0.1 percent.

Tables 100 and 101 provide information on number, nights, and expenditures of U.S. residents and residents of other countries entering Canada in 1982. U.S. residents accounted for 10,462,000 person-visits, 47,325,000 person-nights, and spent $1,881,800,000 in Canada in 1982. They stayed an average of 4.5 nights, spent $179.90 per visit or $39.80 per person-night. Residents of other foreign countries represented 1,721,000 person-visits. 25,203,000 person-nights, and spent $825,500,000. Their average stay was 14.6 nights and they spent $479.70 per person-visit and $32.80 per person-night. The majority of U.S. residents were on other pleasure, recreation or holiday trips, while other visitors were visiting friends or relatives.

Table 102 presents number, expenditures and nights stay of nonresident travelers for the period 1973-1982. During this 10 year period, total person-visits declined 10.1 percent, from 38,289,000 in 1973 to 34,407,000 in 1982. Spending in Canada increased 132.5 percent over the 10 years from $1.3 billion to $3 billion. Average spending per visit for all foreign visitors staying one or more nights increased 172.8 percent from $81.50 in 1973 to $222.30 in 1982. Average number of nights ranged around 6 for the 10 year period, starting with 5.9 nights in 1973, reaching the series high in 1974 (6.4 nights), the series low in 1977 (5.5 nights) and ending at 6.0 nights in 1981 and 1982.

Trip characteristics of U.S. residents entering Canada and staying one or more nights are given in Table 103 for 1973-1982. The automobile was the main means of transportation, accounting for 82.6 percent of the person-visits in 1973 and 72.8 percent in 1982. The main quarter of entry was the third quarter, accounting for approximately 50 percent of the person-visits. Region of residence remained fairly stable, with the East North Central region leading, followed by the Middle Atlantic region, the Pacific region, and New England. Pleasure, recreation or holiday was the main trip purpose, accounting for 63.3 percent of the 1982 person-visits, while 18.7 percent were to visit friends and relatives, and 14.3 percent for business, convention, and employment. Almost 90 percent of the person-trips were made by people who had been to Canada before.

Trip characteristics for residents of countries other than the U.S. for 1973-1982 are shown in Table 104. Person-visits increased from 930,000 in 1973 to 1,721,000 in 1982 after reaching the series high in 1981 (1,843,000). The third quarter was the entry quarter for 48 percent of the person-visits in 1982. The second quarter was reported by 29 percent more. Europe was the main area of residence of these visitors, accounting for 71.4 percent of the person-visits in 1973 and 62.1 percent in 1982. Asia's share increased from 11.2 percent in 1973 to 18.1 percent in 1982. The main purpose of the trip was visiting friends or relatives (44.5 percent) in 1982. Another 24.9 percent of the person-visits were for other pleasure, recreation or holiday. Almost 40 percent of the person-visits were by people who had not been to Canada before.

TABLE 99

VISITORS FROM FOREIGN COUNTRIES, 1972-1982
(In Thousands)

Country of Residence	1972	1973	1974	1975	1976	1977	1978	1979
United States[a]	36,246.0	37,184.3	35,178.2	34,582.2	32,230.9	31,773.8	31,597.2	31,191.6
Europe								
Austria	5.3	7.8	9.7	8.2	11.2	10.7	10.8	14.4
Belgium	12.4	15.9	16.5	15.8	21.4	19.0	20.9	26.2
Czechoslovakia	1.8	1.7	3.1	4.0	4.5	3.9	3.4	4.0
Denmark	9.2	11.3	11.7	11.8	15.1	13.6	15.7	18.4
Finland	5.2	6.4	6.8	8.0	10.8	8.6	9.6	11.6
France	68.4	74.0	77.9	82.5	109.7	90.5	108.2	127.6
Germany (Federal Republic)	88.5	120.7	130.7	138.0	169.3	157.8	185.8	235.0
Greece	8.9	10.8	12.7	13.2	15.8	12.2	14.1	15.0
Hungary	3.5	3.8	4.8	4.7	6.8	4.8	5.1	6.6
Ireland, Republic of	5.9	7.8	8.7	8.7	10.0	9.2	10.0	13.0
Italy	39.2	46.3	45.6	45.4	57.5	47.0	54.1	61.4
Netherlands	44.0	56.7	62.4	65.3	72.2	71.2	85.0	101.0
Norway	6.3	6.6	7.7	8.5	10.4	9.3	10.9	11.4
Poland	7.3	6.5	7.3	6.4	9.2	8.3	9.4	10.8
Portugal	10.8	7.8	9.3	13.7	15.6	12.0	11.8	14.0
Spain	9.5	14.1	13.7	11.6	14.0	11.8	12.6	14.6
Sweden	13.6	15.1	17.8	19.7	26.3	24.3	27.6	34.5
Switzerland	15.8	20.6	26.0	28.4	35.9	35.2	41.4	50.5
Turkey	1.5	1.7	1.9	1.9	2.9	2.4	1.9	2.9
United Kingdom	268.1	342.1	347.0	379.7	408.2	372.2	436.1	516.4
U.S.S.R.	2.2	2.4	2.4	3.0	5.1	4.9	4.8	7.4
Yugoslavia	5.3	6.7	8.1	8.8	11.5	9.8	10.0	11.9
Other	2.7	2.9	3.6	5.0	5.9	5.6	6.8	7.2
Total	635.4	789.7	835.4	892.3	1,049.3	944.3	1,095.8	1,315.6
Americas								
Argentina	4.5	4.6	6.1	7.3	7.1	9.3	10.3	15.9
Bahamas	3.6	4.4	4.5	4.1	4.4	4.0	4.1	4.6
Barbados	2.8	4.0	5.1	4.9	5.6	5.2	6.2	6.9
Bermuda	5.9	7.2	7.1	6.8	7.1	7.0	7.0	7.7
Brazil	6.1	8.4	10.2	10.7	12.6	9.1	11.1	14.1
Colombia	3.7	3.8	4.4	4.0	6.5	5.0	5.4	6.7
Guyana	4.2	4.9	5.6	6.4	7.6	6.3	6.6	7.9
Haiti	4.1	3.4	3.5	3.5	4.7	5.0	5.4	8.4
Jamaica	13.9	17.0	21.7	25.0	27.8	21.5	22.4	25.1
Mexico	18.0	22.5	27.0	34.8	36.0	25.9	34.7	40.8
St. Pierre	3.0	1.4	2.0	2.6	5.0	5.8	6.2	7.3
Trinidad	10.6	13.0	14.6	16.8	19.0	17.3	19.8	23.6
Venezuela	3.7	3.9	4.9	7.1	10.3	12.4	14.9	17.7
Other	17.6	19.5	22.4	22.9	28.5	29.6	31.9	35.8
Total	101.7	118.0	139.1	157.0	182.2	163.3	186.1	222.6

TABLE 99 (Continued)

VISITORS FROM FOREIGN COUNTRIES, 1972-1982
(In Thousands)

Country of Residence	1972	1973	1974	1975	1976	1977	1978	1979
Asia								
Hong Kong	12.0	13.8	17.4	20.8	23.1	21.2	20.4	23.8
India	19.9	13.8	18.1	22.0	31.4	21.7	28.2	36.7
Israel	10.8	12.0	19.8	20.6	22.3	23.7	31.2	45.8
Japan	52.4	71.1	77.5	90.4	106.8	97.5	127.8	158.6
Korea, South	2.5	2.2	3.1	3.9	5.9	5.7	5.9	7.0
Lebanon	1.6	1.8	2.7	2.9	5.2	2.6	4.0	3.8
Pakistan	2.2	2.7	3.1	4.5	5.5	3.9	4.7	5.2
Philippines	5.8	3.3	4.4	6.5	6.5	6.5	8.5	11.0
Taiwan	3.6	3.4	4.3	5.3	6.7	5.2	7.3	8.6
Other	10.8	11.9	16.2	19.5	26.2	30.3	25.1	32.7
Total	121.6	136.0	166.6	196.4	239.6	218.3	276.7	344.6
Oceania								
Australia	22.4	31.0	40.2	41.5	57.0	51.3	59.2	67.2
New Zealand	5.8	8.9	10.7	11.7	12.8	11.6	15.8	18.3
Other	1.2	1.3	1.9	2.3	2.5	2.9	4.1	3.4
Total	29.4	41.2	52.8	55.5	72.4	65.8	79.1	89.1
Africa								
Egypt	1.6	1.7	2.2	2.5	3.8	3.7	4.0	4.5
South Africa	4.7	6.9	8.8	9.2	12.3	12.9	12.0	12.5
Other	7.9	11.4	14.3	14.5	17.7	16.5	19.9	21.7
Total	14.2	20.0	25.3	26.2	33.8	33.1	35.9	38.7
Grand - Total	37,148.2	38,289.1	36,397.5	35,909.8	33,808.2	33,198.5	33,270.8	33,202.2

TABLE 99 (Continued)

VISITORS FROM FOREIGN COUNTRIES, 1972-1982
(In Thousands)

Country of Residence	1980	1981	1982
United States (000)	38,501.0	39,809.0	32,431.8
Europe			
Austria	15.5	15.5	15.9
Belgium[b]	27.2	23.1	20.2
Denmark	18.3	16.5	15.0
Finland	11.7	10.4	10.5
France[c]	134.6	137.1	132.5
Germany (W)	237.5	241.0	219.7
Greece	16.8	16.2	14.4
Ireland, Republic of	15.8	18.2	15.7
Italy	65.8	65.8	62.2
Netherlands	98.0	87.9	79.2
Norway	12.0	10.8	11.2
Poland	13.6	15.7	21.9
Portugal	14.4	12.1	11.1
Spain	17.2	15.5	15.2
Sweden	34.0	33.7	24.2
Switzerland	53.8	50.8	48.3
United Kingdom	553.2	540.6	474.1
Yugoslavia	12.3	13.7	10.3
Other[b]	26.1	25.8	30.2
Total	1,377.8	1,350.7	1,231.8
Americas			
Central America	10.3	8.3	8.6
Bermuda and Caribbean			
Bermuda	8.2	8.3	8.5
West Indies	89.5	85.6	90.1
South America	91.9	88.4	84.3
North America			
Mexico	58.3	69.1	44.4
Other	6.8	6.5	6.6
Total	265.0	266.2	242.5
Asia			
Hong Kong	30.8	36.9	39.5
Israel	45.8	52.1	44.1
Japan	162.3	146.5	139.5
Taiwan	10.2	8.7	9.9
Other	135.7	147.3	128.4
Total	384.8	391.5	361.4

TABLE 99 (Continued)

VISITORS FROM FOREIGN COUNTRIES, 1972-1982
(In Thousands)

Country of Residence	1980	1981	1982
Oceania and Other Ocean Islands			
Australia[d]	66.2	65.0	67.9
New Zealand	20.1	18.1	16.7
Other	3.7	4.1	3.8
Total	90.0	87.2	88.4
Africa			
South Africa	15.4	16.8	15.4
Other	30.0	32.3	35.2
Total	45.4	49.1	50.6
Grand Total	40,664.0	41,953.7	34,406.5

[a] Includes day visitors.
[b] Includes Luxembourg.
[c] Includes Monaco and Andorra.
[d] Includes territorial islands.

Source: *Travel Between Canada and Other Countries*, and *Travel, Tourism and Outdoor Recreation, A Statistical Digest*, Statistics Canada, Ottawa, Ontario, Canada K1A 0T6.

TABLE 100

NUMBER, NIGHTS AND EXPENDITURES OF UNITED STATES RESIDENTS ENTERING CANADA AND STAYING ONE OR MORE NIGHTS BY SELECTED TRIP CHARACTERISTICS, 1982

Trip Characteristics	Person-visits		Person-nights (000)	Average Number of Nights	Spending in Canada ($000,000)	Average Spending per Person-visit	Average Spending per Person-night
	No. (000)	%					
Type of Transportation							
Automobile	7,621	72.8%	33,982	4.5	$1,130.0	$ 148.30	$ 33.30
Plane	1,578	15.1	7,466	4.7	543.2	344.20	72.80
Bus	709	6.8	3,029	4.3	140.7	198.40	46.50
Train	61	0.6	280	4.6	15.1	247.50	53.90
Boat	205	2.0	872	4.3	18.2	88.80	20.90
Other methods	288	2.7	1,696	5.9	34.6	120.10	20.40
Total	10,462	100.0	47,325	4.5	1,881.8	179.90	39.80
Region of Residence							
New England	1,161	11.1	4,931	4.2	179.1	154.30	36.30
Middle Atlantic	2,371	22.7	9,387	4.0	387.6	163.50	41.30
South Atlantic	709	6.8	4,607	6.5	211.7	298.60	46.00
East North Central	2,836	27.1	12,022	4.2	471.2	166.10	39.20
West North Central	1,084	10.3	5,165	4.8	162.6	150.00	31.50
East South Central	70	0.7	292	4.2	18.3	261.40	62.70
West South Central	210	2.0	1,021	4.9	54.9	261.40	53.80
Mountain	326	3.1	2,059	6.3	60.8	186.50	29.50
Pacific	1,526	14.6	7,082	4.6	305.2	200.00	43.10
Other states	169	1.6	759	4.5	30.4	179.90	40.10
Not stated	-	-	-	-	-	-	-
Total	10,462	100.0	47,325	4.5	1,881.8	179.90	39.80
Purpose of Trip							
Business, convention and employment	1,492	14.3	5,689	3.8	435.8	292.10	76.60
Visiting friends or relatives	1,960	18.7	9,651	4.9	221.7	113.10	23.00
Other pleasure, recreation or holiday	6,625	63.3	29,548	4.5	1,159.3	175.00	39.20
Other	160	1.5	422	2.6	16.3	101.90	38.60
Two Purposes							
Business and visiting	15	0.2	184	12.3	10.4	693.30	56.50
Business and pleasure	50	0.5	241	4.8	12.7	254.00	52.70
Visiting and pleasure	138	1.3	1,507	10.9	19.8	143.50	13.10
Other combined purposes	4	-	16	4.0	1.0	250.00	62.50
Not stated	18	0.2	67	3.7	4.8	266.70	71.60
Total	10,462	100.0	47,325	4.5	1,881.8	179.90	39.80

TABLE 100 (Continued)

NUMBER, NIGHTS AND EXPENDITURES OF UNITED STATES RESIDENTS ENTERING CANADA AND STAYING ONE OR MORE NIGHTS BY SELECTED TRIP CHARACTERISTICS, 1982

Trip Characteristics	Person-visits		Person-nights (000)	Average Number of Nights	Spending in Canada ($000,000)	Average Spending per Person-visit	Average Spending per Person-night
	No. (000)	%					
Night Group							
1 night	1,900	18.1	1,900	1.0	127.4	67.10	67.10
2-6 nights	6,467	61.8	21,686	3.4	1,041.5	161.00	48.00
7-13 nights	1,609	15.4	13,894	8.6	500.3	310.90	36.00
14-20 nights	353	3.4	5,491	15.6	132.2	374.50	24.10
21 nights and over	133	1.3	4,354	32.7	80.4	604.50	18.50
Total	10,462	100.0	47,325	4.5	1,881.8	179.90	39.80
Quarter of Entry							
I	930	8.9	3,052	3.3	180.8	194.40	59.20
II	2,743	26.2	14,089	5.1	448.2	163.40	31.80
III	5,280	50.5	24,936	4.7	960.0	181.80	38.50
IV	1,509	14.4	5,248	3.5	292.8	194.00	55.80
Total	10,462	100.0	47,325	4.5	1,881.8	179.90	39.80

Source: *Travel Between Canada and Other Countries*, Statistics Canada.

TABLE 101

NUMBER, NIGHTS AND EXPENDITURES OF RESIDENTS OF COUNTRIES OTHER THAN THE UNITED STATES ENTERING CANADA AND STAYING ONE OR MORE NIGHTS, BY SELECTED TRIP CHARACTERISTICS, 1982

Trip Characteristics	Person-visits		Person-nights (000)	Average Number of Nights	Spending in Canada ($000,000)	Average Spending per Person-visit	Average Spending per Person-night
	(000)	%					
Area of Residence							
Europe	1,068.3	62.1%	16,592	15.5	$468.2	$438.30	$28.20
France[a]	118.1	6.9	1,510	12.8	55.0	465.70	36.40
Germany (W)	183.7	10.7	2,822	15.4	100.3	546.00	35.50
Italy	47.1	2.7	734	15.6	22.2	471.30	30.20
Netherlands	71.6	4.2	1,159	16.2	30.8	430.20	26.60
Scandinavia[b]	40.2	2.3	469	11.7	15.9	395.50	33.90
United Kingdom	425.7	24.7	6,185	14.5	160.6	377.30	26.00
Other Europe	181.9	10.6	3,713	20.4	83.4	458.50	22.50
Africa	48.1	2.8	797	16.6	28.9	600.80	36.30
Asia	311.6	18.1	3,848	12.3	176.1	565.10	45.80
Japan	114.9	6.7	857	7.5	69.8	607.50	81.40
Other Asia	196.7	11.4	2,991	15.2	106.3	540.40	35.50
Central America	7.4	0.4	70	9.5	4.5	608.10	64.30
Bermuda and Caribbean	93.3	5.4	1,533	16.4	52.8	565.90	34.40
South America	71.8	4.2	892	12.4	37.1	516.70	41.60
North America	42.8	2.5	408	9.5	20.7	483.60	50.70
Oceania and Other Ocean Islands	77.7	4.5	1,063	13.7	37.2	478.80	35.00
Australia[c]	59.7	3.5	764	12.8	28.6	479.10	37.40
Other	18.0	1.0	299	16.6	8.6	477.80	28.80
Total	1,721.0	100.0	25,203	14.6	825.5	479.70	32.80
Purpose of Trip							
Business, convention and employment	238.3	13.8	1,846	7.7	159.8	670.60	86.60
Visiting friends or relatives	765.9	44.5	14,682	19.2	309.7	404.40	21.10
Other pleasure, recreation or holiday	428.9	24.9	3,894	9.1	206.3	481.00	53.00
Other	30.4	1.8	1,013	33.3	22.3	733.60	22.00
Two Purposes							
Business and visiting	20.5	1.2	250	12.2	11.3	551.20	45.20
Business and pleasure	21.5	1.3	279	13.0	16.0	744.20	57.30
Visiting and pleasure	210.3	12.2	3,132	14.9	97.2	462.20	31.00
Other combined purposes	5.2	0.3	107	20.6	2.9	557.70	27.10
Not stated	-	-	-	-	-	-	-
Total	1,721.0	100.0	25,203	14.6	825.5	479.70	32.80

TABLE 101 (Continued)

NUMBER, NIGHTS AND EXPENDITURES OF RESIDENTS OF COUNTRIES OTHER THAN THE UNITED STATES ENTERING CANADA AND STAYING ONE OR MORE NIGHTS, BY SELECTED TRIP CHARACTERISTICS, 1982

	Person-visits		Person-nights	Average Number of	Spending in Canada	Average Spending per Person-	Average Spending per Person-
Trip Characteristics	(000)	%	(000)	Nights	($000,000)	visit	night
Night Group							
1 night	105.2	6.1	105	1.0	9.7	92.20	92.40
2-6 nights	548.9	31.9	2,095	3.8	153.4	279.50	73.20
7-13 nights	432.5	25.1	4,072	9.4	207.3	479.30	50.90
14-20 nights	258.5	15.0	4,309	16.7	154.4	597.30	35.80
21 nights and over	375.9	21.9	14,622	38.9	300.7	799.90	20.60
Total	1,721.0	100.0	25,203	14.6	825.5	479.70	32.80
Quarter of Entry							
I	156.2	9.1	2,016	12.9	79.1	506.40	39.20
II	497.7	28.9	7,648	15.4	244.4	491.10	32.00
III	824.3	47.9	12,098	14.7	379.7	460.60	31.40
IV	242.8	14.1	3,441	14.2	122.3	503.70	35.50
Total	1,721.0	100.0	25,203	14.6	825.5	479.70	32.80

[a] Includes Monaco and Andorra.
[b] Denmark, Norway and Sweden.
[c] Includes territorial islands.

Source: *Travel Between Canada and Other Countries*, Statistics Canada.

TABLE 102

NUMBER, EXPENDITURES AND NIGHTS STAY OF NONRESIDENT TRAVELERS ENTERING CANADA 1973-1982

Item	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
	All Countries									
Same Day										
Person-visits (000)	23,836	22,594	22,247	20,791	20,525	20,582	20,617	27,879	29,142	22,224
Spending in Canada ($000,000)	$ 112	112	125	150	169	188	215	316	371	291
Average spending per visit	$ 4.70	5.00	5.60	7.20	8.20	9.10	10.40	11.30	12.70	13.10
One or More Night										
Person-visits (000)	14,453	13,803	13,663	13,017	12,673	12,689	12,585	12,785	12,811	12,183
Spending in Canada ($000,000)	$ 1,178	1,343	1,422	1,450	1,531	1,756	2,117	2,334	2,667	2,708
Average spending per visit	$ 81.50	97.30	104.10	111.40	120.80	138.40	168.20	182.60	208.20	222.30
Number of visit nights (000)	85,058	88,759	76,961	79,981	69,356	70,429	75,795	74,494	76,771	72,528
Average number of nights	5.9	6.4	5.6	6.1	5.5	5.6	6.0	5.8	6.0	6.0
Average spending per visit night	$ 13.80	15.10	18.50	18.10	22.10	24.90	27.90	31.30	34.70	37.30
Total :										
Person-visits (000)	38,289	36,397	35,910	33,808	33,198	33,271	33,202	40,664	41,953	34,407
Spending in Canada ($000,000)	$ 1,290	1,455	1,547	1,600	1,700	1,944	2,332	2,650	3,038	2,999

TABLE 102 (Continued)

NUMBER, EXPENDITURES AND NIGHTS STAY OF NONRESIDENT TRAVELERS ENTERING CANADA 1973-1982

Item	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
	United States									
Same Day										
Person-visits (000)	23,661	22,443	22,083	20,573	20,323	20,320	20,283	27,538	28,840	21,970
Spending in Canada ($000,000)	$ 111	111	124	149	166	185	210	311	367	287
Average spending per visit	$ 4.70	4.90	5.60	7.20	8.20	9.10	10.40	11.30	12.70	13.10
One or More Night										
Person-visits (000)	13,523	12,735	12,499	11,658	11,451	11,277	10,909	10,963	10,968	10,462
Spending in Canada ($000,000)	$ 979	1,092	1,104	1,061	1,194	1,300	1,489	1,594	1,851	1,882
Average spending per visit	$ 72.40	85.70	88.30	91.00	104.30	115.30	136.50	145.40	168.80	179.90
Number of visit nights (000)	68,667	70,490	57,673	56,086	52,354	51,571	52,531	50,423	51,503	47,325
Average number of nights	5.1	5.5	4.6	4.8	4.6	4.6	4.8	4.6	4.7	4.5
Average spending per visit night	$ 14.30	15.50	19.10	18.90	22.80	25.20	28.30	31.60	35.90	39.80
Total :										
Person-visits (000)	37,184	35,178	34,582	32,231	31,774	31,597	31,192	38,501	39,808	32,432
Spending in Canada ($000,000)	$ 1,090	1,203	1,228	1,210	1,360	1,485	1,699	1,905	2,218	2,169

TABLE 102 (Continued)

NUMBER, EXPENDITURES AND NIGHTS STAY OF NONRESIDENT TRAVELERS ENTERING CANADA 1973-1982

Item	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
	Other Countries									
Same Day[a]										
Person-visits (000)	175	151	164	218	202	262	334	341	302	254
Spending in Canada ($000,000)	$ 1	1	1	1	3	3	5	5	4	4
Average spending per visit	$ 5.70	6.60	6.10	4.60	14.90	11.50	15.00	14.70	13.20	15.70
One or More Night										
Person-visits (000)	930	1,068	1,164	1,359	1,222	1,412	1,676	1,822	1,843	1,721
Spending in Canada ($000,000)	$ 199	251	318	389	337	456	628	740	816	826
Average spending per visit	$214.00	235.00	273.20	286.20	275.80	322.90	374.70	406.10	442.80	480.00
Number of visit nights (000)	16,391	18,269	19,288	23,895	17,002	18,858	23,264	24,071	25,268	25,203
Average number of nights	17.6	17.1	16.6	17.6	13.9	13.4	13.9	13.2	13.7	14.6
Average spending per visit night	$ 12.10	13.70	16.50	16.30	19.80	24.20	27.00	30.70	32.30	32.80
Total :										
Person-visits (000)	1,105	1,219	1,328	1,577	1,424	1,674	2,010	2,163	2,145	1,975
Spending in Canada ($000,000)	$ 200	252	319	390	340	459	633	745	820	830

[a] 1973-1975 only travelers entering by land.

Source: *Travel Between Canada and Other Countries*, Statistics Canada.

TABLE 103

TRIP CHARACTERISTICS OF UNITED STATES RESIDENTS ENTERING CANADA AND STAYING ONE OR MORE NIGHTS
1973-1982

Trip Characteristics	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
Person-visits (000)	13,523	12,735	12,499	11,658	11,451	11,277	10,909	10,963	10,968	10,462
Number of persons in sample	78,300	66,300	90,200	34,000	41,300	44,600	38,000	50,800	29,500	21,400
	Percentage of Person-visits									
Type of Transportation										
Automobile	82.6%	79.9%	80.1%	79.0%	77.7%	76.9%	71.2%	71.4%	72.0%	72.8%
Plane	9.6	11.5	11.3	11.8	13.0	13.6	15.5	15.8	15.6	15.1
Bus	5.8	6.3	6.1	6.3	6.5	6.7	7.3	7.2	7.1	6.8
Train	0.4	0.7	0.7	0.9	1.0	0.9	0.9	0.7	0.7	0.6
Boat	1.6	1.6	1.8	2.0	1.8	1.9	1.9	1.9	1.8	2.0
Other methods[a]	-	-	-	-	-	-	3.2	3.0	2.8	2.7
Quarter of Entry										
I	8.6	8.7	9.3	9.1	8.5	9.3	9.0	9.6	10.1	8.9
II	25.0	24.9	25.2	25.1	25.8	25.1	26.6	25.8	26.4	26.2
III	52.7	52.5	51.8	52.3	51.9	51.5	49.3	50.1	49.6	50.5
IV	13.7	13.9	13.7	13.5	13.8	14.1	15.1	14.5	13.9	14.4
Region of Residence										
New England	13.1	11.9	13.0	12.1	13.1	12.0	11.8	11.8	12.4	11.1
Middle Atlantic	26.4	28.5	25.7	24.6	23.2	27.1	25.2	25.5	24.8	22.7
South Atlantic	4.7	5.2	4.5	4.6	5.8	6.1	6.0	6.1	6.9	6.8
East North Central	27.9	26.0	27.5	26.5	28.5	24.6	25.4	24.9	24.3	27.1
West North Central	8.7	8.3	9.4	12.1	10.1	10.1	9.8	9.6	9.8	10.3
East South Central	0.8	0.6	0.9	1.0	0.8	1.1	1.3	0.9	1.0	0.7
West South Central	1.3	1.4	1.3	1.4	1.2	1.7	1.6	2.3	2.3	2.0
Mountain	3.2	3.7	3.1	3.1	3.4	2.7	3.2	2.6	3.3	3.1
Pacific	13.2	13.9	14.1	13.7	13.0	13.9	15.2	15.8	14.5	14.6
Other States	0.7	0.5	0.5	0.8	0.8	0.6	0.5	0.5	0.7	1.6
Not stated				0.1[b]	0.1	0.1	-	-	-	-

TABLE 103 (Continued)

TRIP CHARACTERISTICS OF UNITED STATES RESIDENTS ENTERING CANADA AND STAYING ONE OR MORE NIGHTS

1973-1982

Trip Characteristics	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
Purpose of Trip										
Business, convention and employment	9.2%	10.1%	9.8%	10.6%	11.1%	12.5%	12.5%	14.1%	12.2%	14.3%
Visiting friends or relatives	16.2	14.2	17.6	16.0	15.7	17.6	17.0	16.9	18.4	18.7
Other pleasure, recreation or holiday	66.0	66.0	63.2	60.9	60.1	58.9	64.0	64.0	63.5	63.3
Other	2.4	3.1	3.5	3.4	3.1	3.8	1.8	2.0	2.0	1.5
Two Purposes										
Business and visiting	0.2	0.4	0.3	0.3	0.3	0.2	0.4	0.3	0.3	0.2
Business and pleasure	0.6	1.1	1.0	0.8	0.6	0.3	0.9	0.4	0.4	0.5
Visiting and pleasure	4.3	4.7	3.8	3.0	2.9	2.1	2.8	1.8	2.4	1.3
Other Combined Purposes	1.1	0.4	0.8	4.8	5.9	4.2	0.5	0.4	0.6	-
Not stated				0.2[b]	0.3	0.4	0.1	0.1	0.2	0.2
Sex[c]										
Male				54.8	54.1	54.3	54.1	54.6	54.6	53.3
Female				45.2	45.9	45.7	45.9	45.4	45.4	46.7
Age Group[c]										
Persons 12 years and under				11.9	10.8	10.3	9.0	9.0	8.4	8.5
Persons over 12 years				88.1	89.2	89.7	91.0	91.0	91.6	91.5
First Visit to Canada[c]										
Yes				12.5	12.5	11.7	11.1	10.9	11.8	10.2
No				86.6	86.9	87.4	88.4	88.9	87.9	89.7
Not stated				0.9	0.6	0.9	0.5	0.2	0.3	0.1

[a] Prior to 1979, persons entering Canada by "Other methods" were assumed to be "same day" traffic.

[b] Change in reportings in 1976.

[c] Figures not available prior to 1976.

Source: *Travel Between Canada and Other Countries*, Statistics Canada.

TABLE 104

SUMMARY OF TRIP CHARACTERISTICS OF RESIDENTS OF COUNTRIES OTHER THAN THE UNITED STATES ENTERING CANADA FOR ONE OR MORE NIGHTS 1973-1982

Trip Characteristics	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
Person-visits[a] (000)	930	1,068	1,164	1,359	1,222	1,412	1,676	1,822	1,843	1,721
Number of persons in sample	16,400	17,200	16,100	19,500	24,700	36,400	45,700	61,800	59,400	64,400
	Percentage of Person-visits									
Quarter of Entry										
I	8.7%	9.2%	9.9%	8.4%	9.2%	8.4%	7.7%	8.7%	8.6%	9.1%
II	26.8	26.7	27.6	26.5	28.5	27.5	28.2	28.1	28.9	28.9
III	47.0	46.8	45.7	50.4	46.3	48.2	49.4	48.6	47.6	47.9
IV	17.5	17.3	16.8	14.7	16.0	15.9	14.7	14.6	14.9	14.1
Area of Residence										
Europe	71.4	68.4	67.2	66.6	65.9	65.2	65.5	63.8	63.4	62.1
France[b]	6.5	6.3	6.2	6.8	6.3	6.4	6.3	6.2	6.4	6.9
Germany (W)	9.6	9.6	9.2	9.9	10.1	10.0	10.8	10.4	10.8	10.7
Italy	3.5	3.5	3.3	3.5	3.2	3.0	2.7	2.7	2.8	2.7
Netherlands	5.5	5.4	5.1	4.8	5.2	5.3	5.3	4.8	4.3	4.2
Scandinavia[c]	2.7	2.9	2.8	3.0	2.9	2.7	2.7	2.5	2.6	2.3
United Kingdom	32.9	29.6	29.8	27.1	27.2	27.4	27.2	26.9	26.3	24.7
Other Europe	10.7	11.1	10.8	11.5	11.0	10.4	10.5	10.3	10.2	10.6
Africa	2.0	2.2	2.1	2.3	2.5	2.3	2.1	2.3	2.5	2.8
Asia	11.2	12.8	14.0	14.5	14.9	16.1	16.2	16.8	17.2	18.1
Japan	5.5	5.6	6.4	6.2	6.4	7.3	7.2	6.8	6.2	6.7
Other Asia	5.7	7.2	7.6	8.3	8.5	8.8	9.0	10.0	11.0	11.4
Central America	0.4	0.4	0.4	0.4	0.5	0.5	0.4	0.5	0.4	0.4
Bermuda and Caribbean	5.8	5.9	5.7	5.5	5.4	5.1	5.0	5.1	4.9	5.4
South America	3.2	3.4	3.4	3.5	3.9	3.6	3.8	4.2	4.0	4.2
North America	2.1	2.4	2.9	2.6	2.3	2.3	2.4	3.0	3.5	2.5
Oceania and Other										
Ocean Islands	3.9	4.5	4.3	4.6	4.6	4.9	4.6	4.3	4.1	4.5
Australia[d]	2.9	3.4	3.2	3.6	3.6	3.6	3.5	3.2	3.0	3.5
Other	1.0	1.1	1.1	1.0	1.0	1.3	1.1	1.1	1.1	1.0

TABLE 104 (Continued)

SUMMARY OF TRIP CHARACTERISTICS OF RESIDENTS OF COUNTRIES OTHER THAN THE UNITED STATES ENTERING CANADA FOR ONE OR MORE NIGHTS 1973-1982

Trip Characteristics	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
Purpose of Trip										
Business, convention and employment	13.5%	15.6%	15.5%	10.8%	15.0%	14.2%	14.3%	12.9%	13.9%	13.8%
Visiting friends or relatives	33.4	32.3	30.0	33.4	46.4	45.3	43.2	42.7	42.2	44.5
Other pleasure, recreation or holiday	27.4	28.8	30.5	31.1	19.5	21.6	23.8	26.0	27.1	24.9
Other	2.0	1.6	2.3	2.4	2.5	2.8	2.7	2.1	1.6	1.8
Two Purposes										
Business and visiting	1.7	1.6	1.5	1.2	1.3	1.2	1.3	1.2	1.4	1.2
Business and pleasure	1.1	1.2	1.4	1.5	1.1	1.8	1.1	1.3	1.3	1.3
Visiting and pleasure	20.6	18.4	18.3	18.7	11.4	11.8	13.0	13.1	12.3	12.2
Other Combined Purposes	0.3	0.5	0.5	0.9	2.6	1.2	0.5	0.7	0.2	0.3
Not stated[e]					0.2	0.1	0.1	-	-	-
Sex[f]										
Male					55.9	54.9	55.6	54.8	54.5	54.4
Female					44.1	45.1	44.4	45.2	45.5	45.6
Age Group[f]										
Persons 12 years and under					5.8	6.4	6.4	6.2	5.9	6.5
Persons over 12 years					94.2	93.6	93.6	93.8	94.1	93.5
First Visit to Canada[f]										
Yes					50.0	40.3	42.5	41.2	42.2	39.9
No					42.2	54.2	51.7	52.8	54.6	56.9
Not stated					7.8	5.5	5.8	6.0	3.2	3.2

[a] Prior to 1977 includes some travelers in transit or entering and leaving Canada on same day by air and sea.

[b] Includes Monaco and Andorra.

[c] Denmark, Norway and Sweden.

[d] Includes territorial islands.

[e] Change in processing methods in 1977.

[f] Figures not available prior to 1977.

Source: *Travel Between Canada and Other Countries*, Statistics Canada.

XXIV

BALANCE OF PAYMENTS

Data on Canada's balance of payments on travel account for calendar years 1970-1982 are presented in Table 105. The United States led in both receipts and payments, accounting for 65 percent of receipts and payments. Both total receipts and total payments have increased over the years, although a 1 percent decline in receipts was recorded in 1982. Payments have increased 252 percent and receipts 209 percent since 1970. In looking at the balance of payments, one finds that Canada has continually paid out more than it has received with regard to the total for all countries. This has also been the case for the Other countries. However, in the case of the United States the deficit of receipts over payments has only occurred since 1975. The total deficit in 1982 (-$1,284 million) is the third highest in the 13-year period, surpassed only by 1977 (-$1,641 million) and 1978 (-$1,706 million).

TABLE 105

BALANCE OF PAYMENTS ON TRAVEL ACCOUNT BY CALENDAR YEAR, 1970-1982

(In Millions of Dollars)

	All Countries	United States	Other Countries
Receipts			
1970	$1,206	$1,054	$ 152
1971	1,246	1,092	154
1972	1,230	1,023	207
1973	1,446	1,160	286
1974	1,694	1,328	366
1975	1,815	1,337	478
1976	1,930	1,346	584
1977	2,025	1,525	500
1978	2,378	1,650	728
1979	2,887	1,881	1,006
1980	3,349	2,121	1,228
1981	3,760	2,491	1,269
1982	3,724	2,402	1,322
Payments			
1970	1,422	898	524
1971	1,448	898	550
1972	1,464	919	545
1973	1,742	1,073	669
1974	1,978	1,196	782
1975	2,542	1,587	955
1976	3,121	1,956	1,165
1977	3,666	2,280	1,386
1978	4,084	2,553	1,531
1979	3,955	2,457	1,498
1980	4,577	2,920	1,657
1981	4,876	3,208	1,668
1982	5,008	3,234	1,774
Balance of Payments			
1970	- 216	+ 156	- 372
1971	- 202	+ 194	- 396
1972	- 234	+ 104	- 338
1973	- 296	+ 87	- 383
1974	- 284	+ 132	- 416
1975	- 727	- 250	- 477
1976	-1,191	- 610	- 581
1977	-1,641	- 755	- 886
1978	-1,706	- 903	- 803
1979	-1,068	- 576	- 492
1980	-1,228	- 799	- 429
1981	-1,116	- 717	- 399
1982	-1,284	- 832	- 452

Source: *Travel, Tourism and Outdoor Recreation, A Statistical Digest, 1978 and 1979*, and *1980 and 1981*, Statistics Canada, Travel, Tourism and Recreation Section, Ottawa, Ontario, Canada K1A 0T6.

XXV

FORECASTS OF THE INTERNATIONAL TRAVEL ACCOUNT AND INTERNATIONAL TRAVELER FLOWS

This chapter is based on Tourism Canada's report *Tourism Forecasts: Projections of Canada's International Travel Account and Travel Flows between Canada and Other Countries for the period 1983-1987.*[1] This report is the result of an intensive research activity dealing with the formulation of sound tourism forecasts for travel to, from and within Canada. Annual updates of the forecasts are planned. Tourism Canada's forecasting program consists of three components–long range projections, medium term projections and short term projections. The data highlighted in this chapter are from the medium term forecasts.

Table 106 provides a picture of Canada's International travel account, 1972-1987. The expected worsening of the travel account deficit will be mainly due to the weakening bilateral transactions with the U.S. Over the period 1983-1987, Canada's deficit with the U.S. is projected to increase with receipts growing at an annual average rate of 10 percent and payments at 8 percent. Between 1983 and 1987 payments to countries other than the U.S. are expected to grow at an annual average rate of 3 percent while receipts will increase at an average rate of 9 percent.

Forecasts of nonresident travelers in Canada are presented in Table 107. Total nonresident visits to Canada are expected to continue to decline throughout the period 1983 to 1987, at an average annual rate of -1.3 percent. This decline will mainly be caused by the 2.3 percent average annual rate of decreases in U.S. visits. Visits from residents of countries other than the U.S. are forecast to increase at an average annual rate of 10.3 percent between 1983 and 1987.

International travel by Canadian residents is shown in Table 108. An average annual rate of 0.9 percent is forecast between 1983 and 1987. Travel to countries other than the U.S. show an increase at an annual average rate of 1.8 percent.

---

[1] Copies of this report may be obtained from Tourism Canada, Ottawa, Ontario, Canada K1A 0H6.

TABLE 106

CANADA'S INTERNATIONAL TRAVEL ACCOUNT, 1972-1987

Year	Travel Receipts ($ million)	% Change from Previous Year	Travel Payments ($ million)	% Change from Previous Year	Travel Balance ($ million)
1972	1,230	- 1%	1,464	1%	- 234
1973	1,446	18	1,742	19	- 296
1974	1,694	17	1,978	14	- 284
1975	1,815	7	2,542	29	- 727
1976	1,930	6	3,121	23	-1,191
1977	2,025	5	3,666	17	-1,641
1978	2,378	17	4,084	11	-1,706
1979	2,887	21	3,955	- 3	-1,068
1980	3,349	16	4,577	16	-1,228
1981	3,760	12	4,876	7	-1,116
1982P	3,724	- 1	5,006	3	-1,282
1983F	3,970	7	5,760	15	-1,790
1984F	4,180	5	6,080	6	-1,900
1985F	4,590	10	6,430	6	-1,840
1986F	5,120	12	6,900	7	-1,780
1987F	5,700	11	7,360	7	-1,660

P = Preliminary estimates issued by Statistics Canada.
F = Forecast.

Source: *Tourism Forecasts*, Tourism Canada, March 1983.

TABLE 107

NON-RESIDENT TRAVELERS IN CANADA

Year	Total Visits by U.S. Residents (000)	% Change From Previous Year	Total Visits by Overseas Residents (000)	% Change from Previous Year	Total Non-Resident Travelers to Canada (000)	% Change from Previous Year
1972	36,246		902		37,148	
1973	37,184	3%	1,105	23	38,289	3%
1974	35,178	- 5	1,219	10	36,397	- 5
1975	34,582	- 2	1,328	9	35,910	- 1
1976	32,231	- 7	1,577	19	33,808	- 6
1977	31,774	- 1	1,424	-10	33,198	- 2
1978	31,597	- 1	1,674	18	33,271	-
1979	31,192	- 1	2,010	20	33,202	-
1980	38,501	23	2,163	8	40,664	22
1981	39,809	3	2,145	- 1	41,953	3
1982	32,432	-19	1,975	- 8	34,407	-18
1983F	29,591	- 9	2,175	10	31,766	- 8
1984F	28,306	- 4	2,409	11	30,715	- 3
1985F	27,705	- 2	2,671	11	30,376	- 1
1986F	27,318	- 1	2,938	10	30,256	-
1987F	26,917	- 1	3,225	10	30,142	-

F = Forecast.

Source: *Tourism Forecasts*, Tourism Canada, March 1983.

TABLE 108

INTERNATIONAL TRAVEL BY CANADIAN TRAVELERS OUTSIDE CANADA

Year	Total Canadian Visits to the U.S.A. (000)	% Change from Previous Year	Total Canadian Visits to Overseas Countries (000)	% Change from Previous Year	Total Canadian Visits Outside Canada (000)	% Change from Previous Year
1972	30,448		1,144		31,591	
1973	30,756	1%	1,360	19%	32,116	2%
1974	30,091	- 2	1,434	5	31,526	- 2
1975	32,963	10	1,554	8	34,517	9
1976	35,935	9	1,582	2	37,517	9
1977	37,897	5	1,777	12	39,674	6
1978	37,293	- 2	1,809	2	39,102	- 1
1979	34,382	- 8	1,757	- 3	36,139	- 8
1980	34,743	1	1,585	-10	36,328	1
1981	33,584	- 3	1,478	- 7	35,062	- 3
1982	33,322	- 1	1,489	1	34,811	- 1
1983F	36,315	9	1,595	7	37,910	9
1984F	36,838	1	1,655	4	38,493	2
1985F	37,197	1	1,676	1	38,873	1
1986F	37,454	1	1,696	1	39,150	1
1987F	37,643	1	1,715	1	39,358	1

F = Forecast.

Source: *Tourism Forecast*, Tourism Canada, March 1983.

PART III

GENERAL

XXVI

WHERE TO FIND TRAVEL RESEARCH FACTS

The sources of information available on tourism, travel, and recreation continue to mushroom. As a result, a need has developed for a comprehensive list of these numerous sources and a summary of the type of information available in each.

This chapter is designed to meet this need by providing travel executives, government officials, academicians, and students with a concise reference list of information sources for locating published source material which can be used in analyzing and solving travel industry problems. Because of the rapidly changing nature of sources, this chapter presents the sixth revision of this list.

In selecting sources of information, efforts have been made to (1) emphasize prime data, (2) list sources which can be used to locate more detailed data, and (3) keep the list brief enough to be actually read and used rather than just filed. Effective utilization can save hours of time and provide useful information that might otherwise be missed.

Obviously, the first place to look is the library; however, the reader can save a great deal of time if he knows what he is looking for. The first place to head is the indexing services.

1. Indexing Services:

Unfortunately, there is no one convenient heading where you can look and automatically have travel research information listed. Travel research studies may be found under many headings. The most important subject heading in the indexes is tourist trade. Examples of other headings which contain useful information are travel, travel agents, transportation, tourist camps, motels, hotels, recreation, and national parks.

Business Periodicals Index. A cumulated subject index covering periodicals in the fields of accounting, marketing, finance, advertising, banking, etc.

Readers' Guide to Periodical Literature. An index of the contents of the nation's general magazines.

Public Affairs Information Service Bulletin. A selective list of the latest books, pamphlets, government publications, reports of public and private agencies, and periodicals relating to economic and social conditions, public administration, and international relations.

2. Bibliographies and Finding Guides:

"The Travel Research Bookshelf," *Journal of Travel Research* (Boulder, Colorado: Business Research Division, College of Business, University of Colorado). A regular feature of the quarterly *Journal of Travel Research*, the Travel Research Bookshelf is an annotated bibliography of current travel research materials. Sources and availability of materials are shown for each entry.

Goeldner, C. R. and Karen Dicke, ***Bibliography of Tourism and Travel Research Studies, Reports and Articles*** (Boulder, Colorado: Business Research Division, College of Business, University of Colorado, 1980, 9 volumes, 762p., complete set $60). This nine volume bibliography is a research resource on travel, recreation and tourism. Volume I, Information Sources, covers bibliographies, classics, books, directories, proceedings, selected list of travel and tourism trade and professional publications, selected list of U.S. Travel and Tourism Associations, selected list of universities involved in travel and tourism research, selected list of U.S. travel contacts, selected list of Canadian travel contacts, and selected list of world travel contacts. Volume II, Economics, covers general, analysis, balance of payments, development, employment, expenditures, feasibility studies, impact, indicators and barometers, international, and multipliers. Volume III, International Tourism, covers general; Africa; Asia and the Pacific; Canada; Central, Latin and South America; Europe (excluding the United Kingdom); Middle East; and the United Kingdom. Volume IV, Lodging, covers general, financial aspects, innovations, management, marketing and market research, statistics, and second home development. Volume V, Recreation, covers general, boating, camping, carrying capacity, demand, economics, forecasts, forests, hiking, hunting and fishing, land development, management, parks, planning, public input, research and research methodology, rural, skiing, snowmobiling, sports, statistics, urban, user studies, and water. Volume VI, Transportation, includes transportation–general and forecasts; air–general, costs, commuters, deregulation, economics, fares, forecasts, international, passengers, planning, and statistics; highways and roads–bus, auto and recreational vehicles; rail; water; and other. Volume VII, Advertising-Planning, covers advertising and promotion, attitudes, business travel, clubs, conferences and conventions, education, energy, environmental impact, food service, forecasts, gambling, handicapped traveler, hospitality, leisure, management, and planning. Volume VIII, Statistics-Visitors, includes statistics, tourism research, travel agents, travel research methodology, vacations, and visitors. Volume IX, Index, includes author, geographic and subject indices to the above material.

Gay, Jeanne, ***Travel and Tourism Bibliography and Resource Handbook*** (Chico, California: The Travel and Tourism Press, 1981, 3 volumes, 1,328p., $50). This includes extensive listings under geographic locations as well as subject listings including environment-ecology, transportation, leisure, and travel photography.

Goeldner, C. R., ***Data Sources for Tourism Research*** (Boulder, Colorado: Business Research Division, University of Colorado, 1983, 15p., $10). Provides a comprehensive list of national and international sources of travel information.

Travel Data Locator Index (Washington, D.C.: U.S. Travel Data Center, 1899 L Street, N.W., March 1978, 222p., $14). This document provides a cross-indexed catalogue of more than 1,000 statistical series covering travel and recreation. Sections included are a "How to Use This Index," a subject index, a publications index (numerical and alphabetical), and a source index.

PATA Research Library Bibliography (San Francisco: Pacific Area Travel Association, April 1977, 12p.). The library of the PATA Research Department contains more than 1,000 volumes relating to tourism and tourism research. In addition, records of visitor arrivals at all of the PATA member countries are maintained. The volumes selected for the Bibliography are either recently published, published in previous years but not updated, or are frequently used for their historical value. Listings include PATA call numbers and an annotation of the report.

Tourism and Vacation Travel: State and Local Government Planning (Springfield, Virginia: National Technical Information Service, U.S. Department of Commerce, March 1983, 154p., $35). Economic and socioeconomic aspects of vacation travel and tourism in various localities of the United States are documented. Most of these studies deal with the use of tourism for the economic development of local communities. Special attention is given to wilderness, coastal zone, lake, waterway, and Indian Reservation areas. Planning for scenic and historic areas is cited. This updated bibliography covers the period 1964-March 1983, and provides 214 citations.

Bibliography of Theses and Dissertations in Recreation and Parks (Arlington, Virginia: National Recreation and Park Association, 1979, Unpaged, $15). A compilation and annotation of 2,798 theses and dissertations in the recreation field. This volume updates the 1970 edition.

Oaksford, Margaret, *Bibliography of Hotel and Restaurant Administration* (Ithaca, N.Y.: *The Cornell Quarterly*, School of Hotel Administration, Cornell University, 1983, 133p., $15). This publication lists references from the hospitality and business press.

University Research in Business and Economics: A Bibliography of 1982 Publications (Morgantown, West Virginia: Bureau of Business Research, College of Business and Economics, West Virginia University, for Association for University Business and Economic Research, annual, 269p., $25). This bibliography covers the publications of members of AUBER and member schools of American Assembly of Collegiate Schools of Business for the calendar year. Subject classifications 531, 615, 635, 721, and 941 cover travel and tourism subject matter.

Jafari, Jafar, "Tourism and the Social Sciences: A Bibliography," *Annals of Tourism Research* (Menomonie, Wisconsin: Department of Habitational Resources, University of Wisconsin-Stout, Vol. 6, No. 2, April/June 1979, pp. 149-194, $4). The purpose of this bibliography is to bring together a selection of publications dealing with the study of tourism. This list of bibliographies is from 1970-1978. An attempt has been made to include those works done during the last five years, especially 1976, 1977, 1978. A few 1979 items are included.

Book Catalogue of Tourism Research Studies/83 (Ottawa, Ontario, Canada: Tourism Canada, 1983, 157p.). This catalog is arranged alphabetically by descriptors (subject and geographic) and includes catalog number, date and title of publication. Reports received in the Tourism Research and Data Centre along with relevant Statistics Canada publications are included. The catalog contains the publications added to the Data Base from June 1982 to June 1983.

Forman, Stephen, *Travel and Tourism Research: A Guide to Information Sources in the Washington, D.C. Area* (Boulder, Colorado: Business Research Division, University of Colorado, 1982, 107p., $10). This report presents a guide to travel/tourism information sources in Washington, D.C. Libraries are listed and data are provided on location, phone number, and types of information available.

Leisure, Recreation and Tourism Abstracts (Oxford, England: Commonwealth Agricultural Bureaux, quarterly, 45 pounds a year). Abstracts are arranged by subject, provide short informative summaries of publication with full bibliographical details and often a symbol for locating the original document. Detailed author, subject and geographical indexes are provided. All abstracts given are included as a subfile in the CAB Abstracts Database.

3. Periodicals:

Illustrative of periodicals which contain travel research information are:

The Travel Agent (New York: American Traveler Division, Capital Cities Media, Inc., twice weekly, $9 a year, single copies 50¢).

Travel Weekly (New York: Ziff-Davis Publishing Co., twice weekly, $20 a year in U.S., Canada, and Mexico; $40 elsewhere; single copies $1).

Travel Trade (New York: Travel Trade Publications, Inc., weekly, $8 a year in the U.S.; $10 in Canada; $20 elsewhere).

Travel Printout (Washington, D.C.: U.S. Travel Data Center, monthly, $45 a year U.S., Canada and Mexico, $55 elsewhere).

ASTA Travel News (New York: Communications International, monthly, $10 a year U.S. and Canada, $12 elsewhere, single copies $1 in U.S., $1.20 elsewhere).

Hotel and Motel Management (Cleveland, Ohio: Harcourt Brace Jovanovich Publications, monthly, $20 a year U.S., $25 in Canada, elsewhere $50, single copies $2 in U.S., $4.50 elsewhere).

The Cornell Hotel and Restaurant Administration Quarterly (Ithaca: School of Hotel Administration, Cornell University, quarterly, $25 a year U.S., $35 in Canada, elsewhere $35 surface mail $55 airmail, single copies $7.50).

Journal of Travel Research (Boulder, Colorado: Business Research Division, College of Business, University of Colorado, quarterly, free to members of The Travel and Tourism Research Association, $65 a year to non-members in U.S., $70 in Canada, $80 elsewhere, single copies $15).

Annals of Tourism Research (Elmsford, New York: Pergamon Press, quarterly, $55 a year).

Journal of Leisure Research (Alexandria, Virginia: National Recreation and Park Association, quarterly, non-member rates $17 a year domestic, $20 foreign).

Meetings and Conventions (New York: Ziff-Davis Publishing Company, monthly, $30 a year U.S., elsewhere $40, single copies $3 in U.S., $4 elsewhere).

Leisure Sciences (New York: Crane, Russak and Company, Inc., quarterly, $40 a year.

Tourism Management (Guildford, United Kingdom: Butterworth Scientific Ltd., quarterly, $136 a year U.S., single copies $40.80).

Canadian Travel News (Don Mills, Ontario, Canada: Southam Communications Limited, bi-weekly, $24.50 a year in Canada, $33 in the U.S., and $49 elsewhere, single copies $2).

Canadian Travel Press (Toronto, Ontario, Canada: Canadian Travel Press, every 2 weeks, $20 a year in Canada, $25 elsewhere, single copy $3).

Hotels & Restaurants International (Boston: Cahners Publishing Company, 8 times a year, $25 a year in U.S., $30 in Canada, $55 elsewhere, single copies $4 in the U.S., $5 in Canada, $6 elsewhere).

Leisure Studies (London, England: E. & F. N. Spon Ltd., 3 times a year, $62.50 in the U.S. and Canada, 30 pounds in the U.K., 36 pounds elsewhere, single copies $25 in the U.S.).

ICTA Journal (Wellesley, Massachusetts: Institute of Certified Travel Agents, twice a year).

Resort Management (San Diego: Western Specialty Publications, Inc., 8 times a year, $15 a year in U.S., $30 a year elsewhere, single copies $1.50).

Successful Meetings (New York: Bill Communications, Inc., monthly, $41 a year U.S., Canada and Mexico, $60 elsewhere, single copies $5 except April and November $10).

There are also many other periodicals and journals dealing with the travel field. The sources for locating these are:

Ulrich's International Periodicals Directory (New York: R. R. Bowker Co., 22nd edition, 1983). Includes entries for over 64,800 in-print periodicals published throughout the world.

Business Publications Rates and Data (Skokie, Illinois: Standard Rate and Data Service, Inc., monthly, $216 per year). A listing of U.S. business, trade and technical publications.

4. Trade Associations:

Valuable information can be obtained from trade associations, as many of these organizations publish data on the travel industry.

Illustrative of travel organizations are the Pacific Area Travel Association, 228 Grant Avenue, San Francisco, California 94108, whose publications include the *PATA Annual Statistical Report*; Travel Industry Association of America, 1899 L Street, N.W., Washington, D.C. 20036, who produce a number of special reports; The Travel and Tourism Research Association, P.O. Box 8066, Foothill Station, Salt Lake City, Utah 84108, whose publications and services include the *Journal of Travel Research* and the Travel Reference Service; the Tourism Industry Association of Canada, 130 Albert Street, Ottawa, Ontario, Canada K1P 5G4, The International Air Transport Association, 200 Peel Street, Montreal, Quebec, Canada H3A 2R4; Air Transport Association of Canada, 99 Bank Street, Suite 747, Ottawa, Ontario, Canada K1P 6B9, World Tourism Organization, Capitan Haya, 42, Madrid 20, Spain; American Hotel and Motel Association, 888 Seventh Avenue, New York, N.Y. 10019; and the Air Transport Association, of America, 1709 New York Avenue, N.W., Washington, D.C. 20006.

If the researcher is in doubt about trade associations in the field, he can check:

Encyclopedia of Associations (Detroit: Gale Research Company, 18th edition, 1984, Volume 1, National Organization of the United States, 1,934p., Volume II, Geographic and Executive Index, 1,064p., Volume III, New Associations and Projects).

5. Government

Probably no group collects more information on the tourism industry than government agencies. There are numerous departments, agencies, bureaus, commissions and other groups that are rich in source material for the researcher in the travel and tourism field.

Illustrative of government agencies that are important sources of travel data are the Forest Service, U.S. Department of Agriculture, P.O. Box 2417, South Agriculture Building, Room 3219, Washington, D.C. 20013; National Park Service, U.S. Department of the Interior, C Street, N.W., Washington, D.C. 20240; Travel Surveys Branch, U.S. Bureau of the Census, Washington, D.C. 20233; United States Travel and Tourism Administration, Department of Commerce Building, Room 1516, Washington, D.C. 20230; Passport Office, Bureau of Consular Affairs, U.S. Department of State, 1425 K Street, N.W., Washington, D.C. 20524; U.S. Department of Transportation, 400 Seventh Avenue, S.W., Washington, D.C. 20590; Tourism Canada, 235 Queen Street, Ottawa, Ontario, Canada K1A 0H6; Education, Culture and Tourism Division, Statistics Canada, RHC-15A, Ottawa, Ontario, Canada K1A 0Z5; and state and provincial tourism organizations.

Useful government publications in the travel field include:

U.S. International Air Travel Statistics (Cambridge, Massachusetts: Transportation Systems Center, U.S. Department of Transportation, monthly). The report is compiled using data collected by the U.S. Immigration and Naturalization Service. It contains world area travel statistical data and is available as a subscription service to anyone who wishes to acquire the information.

Summary of Passport Statistics (Washington, D.C.: Bureau of Consular Affairs, U.S. Department of State, annual, free). Statistics are detailed by sex and age groups, occupation, length of stay, first area destination, countries to be visited, and object of travel. Monthly reports are also available.

"International Travel and Passenger Fares, 1982" *Survey of Current Business* (Washington, D.C.: Bureau of Economic Analysis, U.S. Department of Commerce, May 1983, $30 a year U.S., $37.50 elsewhere, single copy $4.75 U.S., $5.95 elsewhere). This article reviews development affecting the travel accounts that appear in the U.S. balance of international payments. Total spending by U.S. residents traveling abroad, spending by foreign visitors to the U.S., and data on passenger fares for transocean transportation are covered.

The United States Travel and Tourism Administration's *In-flight Survey of International Air Travelers* (Washington, D.C.: U.S. Department of Commerce, United States Travel and Tourism Administration, quarterly, $100 per quarter, $400 per year). The in-flight survey provides a comprehensive consumer marketing database on international travel to and from the U.S. Some 25,000 foreign visitors and 35,000 U.S. residents traveling abroad respond to the survey annually. One series analyzes inbound travel to the U.S. and the other focuses on travel from the U.S. Tables profile international travelers by residency, trip characteristics and regional destinations.

Recap of International Travel to and from the United States in 1982 (Washington, D.C.: U.S. Department of Commerce, United States Travel and Tourism Administration, July 1983, 9p.). This paper summarizes developments in the international travel market to and from the United States during 1982. Changes in foreign tourism to the U.S., American travel abroad, and the relative travel dollar accounts are depicted and analyzed. Underlying reasons for these often substantial changes are also discussed.

National Park Statistical Abstract (Denver: U.S. Department of the Interior, National Park Service, 1984, 41p.). This annual abstract provides detailed information on visitation to areas administered by the National Park Service. Data are provided on forecast of recreation visitation; visits, acreages, and number of areas administered by classification; visits by area; overnight stays by area; and visitation by urban-rural location.

1977 Census of Transportation: Travel During 1977 (Washington, D.C.: Bureau of the Census, U.S. Department of Commerce, 1978, 362p. plus appendix). The 1977 National Travel Survey provides information regarding trips of 100 miles or more (one way) taken by members of the household shown in a national probability sample. Destination, means of transportation, purpose of the trip, distance traveled, and selected socioeconomic characteristics of the travelers are some of items for which information was collected. This survey is normally conducted every five years; however, the 1982 survey was not funded.

1977 Census of Service Industries: United States (Washington, D.C.: Bureau of the Census, U.S. Department of Commerce, 1979, 116p. plus appendix). This report presents data for the hotel, motel, trailering parks, and camps industries. Information includes number and type of establishments and number of receipts. This information is provided for the United States and then broken down by State and in some cases geographic divisions or selected standard metropolitan statistical areas. Order from: Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Reports from the 1982 Census of Service Industries should be released in the Fall of 1984.

1977 Census of Service Industries: Other Service Industries (Washington, D.C.: Bureau of the Census U.S. Department of Commerce, 1979). Presenting statistics on the arrangement of passenger transportation industry, this report provides data by the United States and by state on number of establishments, receipts, payroll (entire year and first quarter 1977), and number of paid employees for week including March 12. Order from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Reports for the 1982 Census of Service Industries should be released in the Fall of 1984.

Travel, Tourism and Outdoor Recreation–A Statistical Digest, 1980 and 1981 (Ottawa, Ontario, Canada: Statistics Canada, Travel Tourism and Recreation Section, 1983, 206p., $10.60 in Canada, $12.70 elsewhere). This report brings together in one document related data on travel, tourism and outdoor recreation to be found in a wide variety of publications and also some of the unpublished material of several divisions of Statistics Canada.

Canadian Travel Survey: 1982 (Ottawa, Ontario, Canada: Statistics Canada, Travel, Tourism and Recreation Section, 1984, 73p., $7.75 in Canada, $9.30 elsewhere). This report provides statistics on travel by Canadians on trips of 80 km or more with destinations in Canada. Information is provided on who the travelers are, why they traveled, when they traveled, how they traveled, where they stayed, and how much they spent and what they did. A general summary of the travel situation in Canada is given and the importance of domestic travel is demonstrated.

Canadian Travel Survey: Domestic Travel 1982 (Ottawa, Ontario, Canada: Tourism Canada, August 1983, 5p.). A survey of travel by Canadians sponsored by Tourism Canada and conducted by Statistics Canada as a supplement to the Labour Force. Reports on Canadians traveling from home a one-way distance of at least 50 miles. The C.T.S. is conducted quarterly during even numbered years.

Travel Between Canada and Other Countries (Ottawa, Ontario, Canada: Statistics Canada, annual, $8.40 in Canada, $8.90 elsewhere). Examines traveler flows and characteristics and provides data on excursionists–travelers entering and leaving on the same day–and tourists–travelers staying one or more nights. Also includes trip characteristics, such as origin, destination, type of transport, season, length of stay, purpose of trip and expenditures. Quarterly reports are also issued in this series covering number of entries into Canada by country of residence and re-entries by Canadian residents ($31.80 a year in Canada, $38.15 elsewhere).

Traveller Accommodation Statistics, 1981 (Ottawa, Ontario, Canada: Statistics Canada, April 1983, 26p., $4.75 in Canada, $5.70 elsewhere). This report presents, in tabular form, the results of the 1981 annual survey of traveler accommodation operations in Canada. Statistics are given on summary of revenue, sources of revenue, units, employment, and salaries and wages by kind of business for Canada and the provinces. Breakdowns are also given by hotels, motels, tourist courts and cabins, outfitters, and tent and trailer campgrounds.

Canadian Travel Research Notes (Ottawa, Ontario, Canada: Tourism Canada). Published on a regular basis. Contains information on surveys being planned, research that has been completed, and conferences and seminars on travel or recreation research.

Directory of Courses: Tourism/Hospitality/Recreation 1983-85 (Ottawa, Ontario, Canada: Tourism Canada, 1983, 249p.) This is a comprehensive list of post-secondary training opportunities available in Canada for those wishing to pursue careers in the tourism, hospitality and recreation industry. Information provided includes name and address of institution, program coordinator, aim of program, type and duration, competence level, entrance requirements, enrollment age and time, number of students admitted, costs, financial assistance, graduates last year, graduates placed, and courses offered.

Several useful guides to government documents are : *Monthly Catalog of United States Government Publications* (Washington, D.C.: Superintendent of Documents, U.S. Government Printing Office, $215 per year, $11 per copy). This report is issued monthly and covers items published by United States Government Departments, Commissions, Agencies, etc. Includes a subject index.

Monthly Checklist of State Publications (Washington, D.C.: Superintendent of Documents, monthly, $29, single copy $4). A record of state documents and publications received by the Library of Congress.

6. Yearbooks, Annuals, Handbooks, etc.:

The Big Picture–1984: Travel Industry World Yearbook (New York: Child and Waters, Inc., 516 Fifth Avenue, 136p., $50 per copy). This 28th annual issue presents a comprehensive up-to-date review of the latest happenings in the world of tourism.

Travel Market Yearbook (Cherry Hill, New Jersey: Travel Market Yearbook, annual (but was not published in 1983 or 1984), 1982, 206p., $48 in United States and Canada, $52 elsewhere). A compilation of marketing facts and figures combined with trend information, interpretations, and projections which serve to put the segments of the travel industry into perspective. National as well as international travel industry is covered in statistics.

Trends in the Hotel Industry, USA Edition 1983 (Houston: Pannell Kerr Forster, annual, 1983, 75p., $50). Statistical highlights for 1982 are analyzed and data are provided on operating results as measuring guides for hotel and motel operators. The data cover transient hotels, resort hotels, motels with restaurants and motels without restaurants located in the U.S. Current trends are compared with previous years, and graphs and charts illuminate the statistics.

U.S. Lodging Industry: 1983 Edition (Philadelphia: Laventhol & Horwath, 1983, 82p., $50). This 51st annual report on the lodging industry covers the trends of business, percentages of occupancy, hotel earnings, payrolls, taxes, advertising and promotion expenditures, repairs and maintenance, replacements, and improvements and additions.

Air Transport 1983 (Washington, D.C.: Air Transport Association of America, annual, 1983, 20p., free). The official annual report to the U.S. scheduled airline industry contains historical and current statistical data on the industry.

PATA Annual Statistical Report 1982 (San Francisco, California: Pacific Area Travel Association, 1983, 105p., $60 nonmembers). This report presents the visitor arrival statistics and other relevant data reported by PATA member governments for the year 1982. Section I presents long term growth trends 1972-1982. Section II gives visitor arrivals by residence/nationality and mode of transport 1981-1982. Section III presents arrivals by purpose of visit and sex 1982, while Section IV describes travel by residents/nationals of selected markets. Section V gives outbound travel of residents of PATA member countries 1982 and Section VI presents miscellaneous tables.

7. Proceedings:

Travel Research: Its Impact on the Travel Marketing Process. Proceedings of the Fourteenth Annual Conference of The Travel and Tourism Research Association (Salt Lake City, Utah: The Travel and Tourism Research Association, 1983, 358p. $45). This report presents the papers and panel presentations that were given at the 14th annual TTRA conference held June 12-15, 1983, in Banff, Alberta, Canada.

1984 Outlook for Travel and Tourism (Washington, D.C.: United States Travel Data Center, 1984, 220p. plus appendices, $85). Presents a verbatim record of the 1984 Travel Outlook Forum co-sponsored by the U.S. Travel Data Center, the Travel and Tourism Research Association, and the Travel Industry Association of America. Forecasts are provided for all segments of the travel industry in 1984. The problems and opportunities as seen by leading experts are presented in narrative, tables, and charts.

Hawkins, Donald E., Elwood L. Shafer and James M. Rovelstad, *Summary and Recommendations: International Symposium on Tourism and the Next Decade* (Washington, D.C.: Travel and Tourism Program, Department of Human Kinetics and Leisure Studies, George Washington University, 817 23rd Street, N.W., 1980, 44p.). The International Symposium convened in 1979 encouraged conferees to explore issues pertaining to worldwide tourism and to engage in dialogue and information exchange as ways of widening the scope and utility of the data base. This Symposium summary and recommendations report explains process and program details of the meeting and presents the consensus of the delegates about what needs to be accomplished in the coming years to enhance the development and management of international tourism.

Hawkins, Donald E., Elwood L. Shafer, and James M. Rovelstad, *Tourism Marketing and Management Issues* (Washington, D.C.: Travel and Tourism Program, Department of Human Kinetics and Leisure Studies, George Washington University, 817 23rd Street, N.W., 1980, 409p., $13.95). Papers from the International Symposium on Tourism and the Next Decade, covering issues, strategies, and options in tourism marketing, management, and methodology are presented.

Hawkins, Donald E., Elwood L. Shafer, and James M. Rovelstad, *Tourism Planning and Development Issues* (Washington, D.C.: Travel and Tourism Program, Department of Human Kinetics and Leisure Studies, George Washington University, 817 23rd Street, N.W., 1980, 473p., $13.95). Presents papers from the International Symposium on Tourism and the Next Decade, centering on the future; natural resource issues, economic and social issues; and methodology issues.

8. Some Final Suggestions:

McIntosh, Robert W. and Charles R. Goeldner, *Tourism: Principles, Practices, Philosophies* (Columbus, Ohio: Grid Publishing, Inc., 2950 N. High Street, 1984, 524p., $36.95). Book provides a comprehensive treatment of tourism covering sociological, cultural, psychological, economic, and marketing aspects. Order from John Wiley and Sons, New York, New York.

Survey of State Travel Offices, 1983-84 (Washington, D.C.: U.S. Travel Data Center, 1984, 99p., $50). This survey tabulates data on the operation of state travel offices, expenditures for administration, research and statistics, and travel taxes in the 50 states, District of Columbia, Puerto Rico, Virgin Islands and Guam.

1982 National Travel Survey (Washington, D.C.: U.S. Travel Data Center, 1983, 150p., $85). This report summarizes the full-year results of the 1982 National Travel Survey. Data on American travel volume for a wide range of trip and traveler characteristics are included.

Economic Review of Travel in America: 1982-83 (Washington, D.C.: United States Travel Data Center, 1983, 71p., $40). This key reference report summarizes information on travel in the U.S. economy during 1982 and provides projections for 1983. Industry receipts, travel spending, travel-generated payroll and employment, tax revenue, international visitor flows, and other data are presented. Comparisons with 1981 and trends for the future are also provided.

Impact of Travel on State Economics, 1981 (Washington, D.C.: U.S. Travel Data Center, July 1983, 64p., $40). This report provides detailed estimates of travel-generated business receipts, employment, payroll, and tax receipts as well as domestic travel expenditures for 1981. The data were generated by the computerized Travel Economic Impact Model designed by the Data Center.

1977 National Travel Expenditure Study (Washington, D.C.: U.S. Travel Data Center, 1979, 110p., $35). This study provides detailed estimates of the expenditures of U.S. residents for travel within the United States, based on the U.S. Census Bureau's 1977 National Travel Survey and National Travel Expenditure model.

Gee, Chuck Y., Dexter J. L. Choy, and James C. Makens, *The Travel Industry* (Westport, Connecticut: The AVI Publishing Company, 1984, 283p., $23.50). The emphasis in this text is on introducing concepts about travel as an industry. It provides a basic understanding of travel and tourism and provides insights into the development and operations of the various components of the travel industry.

Lundberg, Donald E., *The Tourist Business* (Boston: CBI Publishing Company, Inc., 51 Sleeper Street, 1980, 334p., $13.95). Book explores the travel industry and covers travel modes, the role of travel agents, why tourists travel, the economic and social impacts of tourism, tourist destination development, and travel research.

A Conceptual Basis for the National Tourism Policy Study (Washington, D.C.: Committee on Commerce and National Tourism Policy Study, United States Senate, October 1976, 70p., 85¢). This report identifies the federal programs and policies which significantly impact tourism research, planning, development, and promotion. It also contains an overview of legislation which directly and indirectly affects one or another aspect of tourism; a discussion of the national interests in tourism and other interacting interests; a discussion of the definitional problem with tourism, and how the term is defined for purposes of the report; and a review of federal tourism and tourism-related legislation. Order from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

National Tourism Policy Study, Ascertainment Phase, Report on the Ascertained Needs of the State and Local Government and Private Sectors of the Tourism and Travel Industry (Washington, D.C.: Committee on Commerce, Science and Transportation, United States Senate, June 1977, 217p.). This report represents extensive input from the public and private sectors of the travel and tourism industry. It details the issues and problems confronting the industry in general, and their more specific relationships to federal agencies and programs. The findings of the report are based on the view and recommendations expressed by participants at the six regional meetings and seven national meetings of the National Tourism Policy Study. A follow-up questionnaire was sent to meeting participants. The report is organized into chapters dealing with the issues confronting the tourism and travel industry; broad programmatic needs at the federal level identified by participants at the regional and national meetings; specific recommendations for programmatic change organized by federal agencies; and summary of the results of the NTPS questionnaire survey.

National Tourism Policy Study Final Report (Washington, D.C.: Committee on Commerce, Science and Transportation, United States Senate, 1978, 361p.). This report by Arthur D. Little, Inc., presents the findings of the final phase of the National Tourism Policy Study. It was designed to develop a proposed national tourism policy for the United States; to define appropriate roles for the Federal government, the states, cities, private industry, and consumers in carrying out, supporting and contributing to the national tourism policy; and to recommend organizational, programmatic and legislative strategies for implementing the proposed national tourism policy.

Destination USA, Volume I, Summary Report (Washington, D.C.: National Tourism Resources Review Commission, June 1973, 108p. $2). This report discusses the travel needs and resources of the U.S. and addresses the part tourism plays in reducing the balance of payments deficit. This volume presents a summary of the Commission's findings and lists its recommendations. Published by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Economic Analysis of North American Ski Areas, 1983 (Boulder, Colorado: Business Research Division, University of Colorado, annual, 137p., $45). The major objective of this survey of ski operations for the 1982-83 operating season was to provide ski area characteristics and financial figures in understandable tabulations so ski operators and others could assess the characteristics and the economic health of the ski industry.

Colorado Ski and Winter Recreation Statistics, 1982 (Boulder, Colorado: Business Research Division, University of Colorado, annual, 129p., $25). This report describes the ski industry in Colorado, assesses characteristics of skiers, presents data on winter use visits and skier visits to major Colorado recreation areas, and reflects the economic impact of the industry.

Hooson, Christoper and Nona Starr, *Travel Career Development* (Wellsley, Massachusetts: Institute of Certified Travel Agents, 1983, 353p., $35). This text presents the business and technical skills required for successful operation of a travel agency, and also shows the agency's pivotal role in the industry and the complexities of agency-supplier and agency-client relationships.

The U.S. Travel Agency Market 1981 (New York: Travel Weekly, 1982, 148p. plus appendices). This report was prepared by Louis Harris and Associates, Inc., and presents the findings of the fifth comprehensive study of the travel agency business. It updates information obtained in previous studies on the dimensions and scope of the travel agency market, and the sources and components of agency business. In addition, it delves more deeply into the importance of various criteria in agents' choices as to which air carriers, hotels, cruise ships, car rental agencies, and package tours to recommend to their clients. The data presented were derived from personal interviews with executives of 738 conference-appointed travel agencies.

XXVII

INFORMATION CONTACTS

It would be impossible to list all of the travel information contacts that exist in the country; consequently, the following selected list provides at least one contact for each state or province plus several Federal contacts. The list serves as an excellent starting point for anyone seeking information.

UNITED STATES

State Contacts

Alabama

Ed Hall, Director
Alabama Bureau of Publicity and Information
532 S. Perry Street
Montgomery, Alabama 36130
(205) 832-5510 or (800) 392-8096

Alaska

Don Dickey, Director
Alaska State Division of Tourism
Pouch E
Juneau, Alaska 99811
(907) 465-2010

Arizona

J. Phillip Keene, III, Director
Arizona State Office of Tourism
3507 N. Central Avenue., No. 506
Phoenix, Arizona 85012
(602) 255-3618

Arkansas

Mike Mills, Travel Director
Arkansas Department of
Parks & Tourism
1 Capitol Mall
Little Rock, Arkansas 72201
(501) 371-7777

California

Florence Snyder, Director
California Office of Tourism
1030 13th Street, No. 200
Sacramento, California 95814
(916) 322-1396

Colorado

Ben Hart, Coordinator
Colorado Tourism Board
5500 S. Syracuse, Suite 267
Englewood, Colorado 80111
(303) 866-3045

Charles R. Goeldner, Director
Business Research Division
University of Colorado, Campus Box 420
Boulder, Colorado 80309
(303) 492-8227

Connecticut

Barnett D. Laschever, Director of Tourism
Connecticut Department of Economic
Development
210 Washington Street
Hartford, Connecticut 06106
(203) 566-2496

Delaware

Jan Geddes, Assistant Director for Tourism
Delaware State Travel Service
99 Kings Highway
P.O. Box 1401
Dover, Delaware 19901
(302) 736-4254

District of Columbia

Mary Noel Walker, Director
Washington Convention and
Visitors Association
1575 I Street, N.W., No. 250
Washington, D.C. 20005
(202) 789-7000

Florida

Dean Gaiser, Director
Florida Division of Tourism
Department of Commerce
Collins Building
Tallahassee, Florida 32301
(904) 488-5606

Georgia

Hanna Ledford, Director
Georgia Tourist Division
Department of Industry & Trade
P.O. Box 1776
Atlanta, Georgia 30301
(404) 656-3545

Hawaii

President
Hawaii Visitors Bureau
2270 Kalakaua Avenue
Suite 801
Honolulu, Hawaii 96815
(808) 923-1811

Idaho

Stephen Wilson, Director
Economic and Community Affairs
Visitor Service Section
State Capitol Building, Room 108
Boise, Idaho 83720
(208) 334-2470

Illinois

Lynda Simon, Director
Illinois Office of Tourism
Department of Commerce and
Community Affairs
310 South Michigan, 10th Floor
Chicago, Illinois 60604
(312) 793-4732

Indiana

Jan Diggins, Director
Indiana Tourism Development Division
Indiana Commerce Center
One North Capitol, No. 700
Indianapolis, Indiana 46204
(317) 232-8870

Iowa

Paul L. Comer, Jr., Director
Travel Division
Iowa Development Commission
600 East Court Avenue
Des Moines, Iowa 50309
(515) 281-3100

Kansas

Cathy Kruzic, Director
Kansas Department of Economic
Development
503 Kansas Avenue
6th Floor
Topeka, Kansas 66603
(913) 296-2009

Kentucky

Executive Director
Kentucky Office of Tourism
Development
Capital Plaza Tower
Frankfort, Kentucky 40601
(502) 564-4930

Louisiana

Robert E. Rintz, Director
Louisiana Office of Tourism
P.O. Box 44291
Capitol Station
Baton Rouge, Louisiana 70804
(504) 925-3850

Maine

George J. Stobie, Director
Maine Publicity Bureau
97 Winthrop Street
Hollwell, Maine 04347
(207) 289-2423

Maryland

Kurt Alverson, Director
Maryland Office of Tourism Development
45 Calvert Street
Annapolis, Maryland 21401
(301) 269-2686

Massachusetts

Francis J. Shaw, Director
Bureau of Vacation Travel
Massachusetts Department of Commerce
and Development
100 Cambridge Street
Boston, Massachusetts 02202
(617) 727-3201

Michigan

Jack S. Wilson, Director
Travel Bureau
Michigan Department of Commerce
P.O. Box 30226
Lansing, Michigan 48909
(517) 373-0670

Minnesota

Hank Todd, Director
Minnesota Office of Tourism
Department of Energy and
Economic Development
419 N. Roberts Street
240 Bremer Building
St. Paul, Minnesota 55101
(612) 296-2755

Mississippi

George Williams, Director
Division of Tourism
Mississippi Department of Economic
Development
1301 Walter Sillers Building
Jackson, Mississippi 39202
(601) 359-3418

Missouri

Marjorie Beenders, Director
Missouri Division of Tourism
308 E. High Street
P.O. Box 1055
Jefferson City, Missouri 65102
(314) 751-4133

Montana

John Wilson, Travel Director
Travel Promotion Unit
Department of Commerce
1424 Ninth Avenue
Helena, Montana 59620
(406) 449-2654

Nebraska

Diane M. Johnston, Director
Nebraska Travel and Tourism Division
Department of Economic Development
P.O. Box 94666
Lincoln, Nebraska 68509
(402) 471-3111

Nevada

Steve Richer, Director
Nevada Travel and Tourism Division
Department of Economic Development
1100 East Williams
Carson City, Nevada 89701
(702) 885-4322

New Hampshire

Michael Powell, Travel Director
New Hampshire Office of Vacation Travel
105 Loudon Road
P.O. Box 856
Concord, New Hampshire 03301
(603) 271-2343

New Jersey

Victoria Schmidt, Director
New Jersey Division of Travel and Tourism
CN 826
Trenton, New Jersey 08625
(609) 292-2470

New Mexico

Gene Strahan, Director
New Mexico Tourism and Travel Division
Commerce & Industry Department
Bataan Memorial Building
Santa Fe, New Mexico 87503
(505) 827-6230

New York

Linda Fisher, Senior Deputy Commissioner
New York Division of Tourism
99 Washington Avenue
Albany, New York 12245
(212) 949-8429

North Carolina

Charles Heatherly, Director
Division of Travel & Tourism
North Carolina Department of Commerce
430 North Salisbury Street
Raleigh, North Carolina 27611
(919) 733-4171

North Dakota

Michael Foster, Director
North Dakota State Travel Division
1050 E. Interstate Avenue
Bismarck, North Dakota 58501
(701) 224-2525

Ohio

Marilyn J. Tomasi, Manager
Ohio Office of Travel and Tourism
P.O. Box 1001
Columbus, Ohio 43216
(614) 466-8844

Oklahoma

Eugene Dilbeck, Acting Director
Division of Marketing Services
Oklahoma Tourism and Recreation
Department
500 Will Rogers Building
Oklahoma City, Oklahoma 73105
(405) 521-2406

Oregon

Shirly Eads, Travel Director
Travel Information Section
Oregon Department of Transportation
101 Transport Building
Salem, Oregon 97310
(503) 378-6309

Pennsylvania

Chris Umble, Acting Director
Pennsylvania Bureau of Travel Development
Department of Commerce
206 South Office Building
Harrisburg, Pennsylvania 17120
(717) 787-5453

Rhode Island

David Depetrillo, Director
Tourist Promotion Division
Rhode Island Department of Economic
Development
7 Jackson Walkway
Providence, Rhode Island 02903
(401) 277-2601

South Carolina

Robert G. Liming, Director
South Carolina Department of
Parks, Recreation and Tourism
Edgar A. Brown Building, Suite 113
1205 Pendleton Street
Columbia, South Carolina 29201
(803) 758-2536

South Dakota

Suzanne Edwards, Director
South Dakota Division of Tourism
221 South Central Avenue
Pierre, South Dakota 57501
(605) 773-3301

Tennessee

John Wade, Tourism Commissioner
Tennessee Department of Tourism
Development
601 Broadway
Nashville, Tennessee 37203
(615) 741-2158

Texas

Frank Hildebrand, Executive Director
Texas Tourist Development Agency
P.O. Box 12008, Capitol Station
Austin, Texas 78711
(512) 475-4326

Tom H. Taylor, Director
Travel and Information Division
Department of Highways and
Public Transportation
11th and Brazos Streets
Austin, Texas 78701
(512) 475-3661

Utah

James C. Braden, Director
Division of Travel Development
Council Hall–Capitol Hill
Salt Lake City, Utah 84114
(801) 533-5681

Vermont

Donald A. Lyons, Director
Vermont Travel Division
Agency of Development and
Community Affairs
61 Elm Street
Montpelier, Vermont 05602
(802) 828-3236

Virginia

Marshall E. Murdaugh, Commissioner
Virginia State Travel Service
202 North 9th Street, No. 500
Richmond, Virginia 23219
(804) 786-2051

Washington

Leslie Sluman, Director
Tourism Division
Washington Department of Commerce
& Economic Development
101 General Administration Building
Olympia, Washington 98502
(206) 753-5600

West Virginia

Joseph R. Fowler, Jr., Director
West Virginia Travel Development Division
Office of Economic & Community
Development
1900 Washington Street, East
Charleston, West Virginia 25305
(304) 348-2286

Wisconsin

Milton A. Strauss, Administrator
Wisconsin Department of Development
123 West Washington Avenue
Room 650
Madison, Wisconsin 53702
(608) 266-2147

Wyoming

Randall A. Wagner, Director
Wyoming Travel Commission
Frank Norris Junior Travel Center
Cheyenne, Wyoming 82002
(307) 777-7777

National Contacts

Douglas C. Frechtling
United States Travel Data Center
1899 L Street, N.W.
Washington, D.C. 20036
(202) 293-1040

William D. Toohey, President
Travel Industry Association of America
1899 L Street, N.W.
Washington, D.C. 20036
(202) 293-1433

Don Wynegar
Office of Research
U.S. Travel and Tourism Administration
U.S. Department of Commerce
Washington, D.C. 20230
(202) 377-4028

Ron Dopkowski, Chief
Travel Surveys Branch
Demographic Surveys Division
Bureau of the Census
U.S. Department of Commerce
Washington, D.C. 20233
(301) 763-1798

Travel and Tourism Association Contacts

Air Transport Association of America
1709 New York Avenue, N.W.
Washington, D.C. 20006
(202) 626-4000

Airline Passengers Association
P.O. Box 22074
Dallas, Texas 75222
(214) 438-8100

Airport Operators Council International
1700 K Street N.W.
Washington, D.C. 20006
(202) 296-3270

American Automobile Association
8111 Gatehouse Road
Falls Church, Virginia 22047
(703)222-6362

American Bus Association
1025 Connecticut Avenue, N.W.
Washington, D.C. 20036
(202) 293-5890

American Hotel & Motel Association
888 Seventh Avenue
New York, New York 10019
(212) 265-4506

American Society of Travel Agents
4400 MacArthur Boulevard
Washington, D.C. 20007
(202) 965-7520

Association of Retail Travel Agents
8 Maple Street
Croton-on-Hudson, New York 10520
(914) 271-9000

Association of Travel Marketing Executives
804 D Street, N.E.
Washington, D.C. 20002
(202) 546-9409

Conference of National Park Concessioners
P.O. Box 29041
Phoenix, Arizona 85038
(602) 967-6006

Cruise Line International Association
17 Battery Place
New York, New York 10004
(212) 425-7400

Hotel Sales Management Association
International
333 N. Gladstone Avenue
Margate, New Jersey 08402
(609) 823-1979

Institute of Certified Travel Agents
148 Linden
P.O. Box 56
Wellesley, Massachusetts 02181
(617) 237-0280

International Air Transport Association
200 Peel Street
Montreal, Quebec
Canada H3A 2R4
(514) 844-6311

International Association of
Amusement Parks and Attractions
P.O. Box 776
Wood Dale, Illinois 60191
(312) 766-0881

International Association of Convention
& Visitors Bureaus
702 Bloomington Road
P.O. Box 758
Champaign, Illinois 61820
(217) 359-8881

International Passenger Ship Association
17 Battery Place
New York, New York 10004
(212) 425-7400

National Campground Owners
Association
804 D Street, N.E.
Washington, D.C. 20002
(202) 543-6260

National Innkeeping Association
7627 Brook Road
Richmond, Virginia 23227
(804) 262-0490

National Restaurant Association
311 First Street, N.W.
Fourth Floor
Washington, D.C. 20001
(202) 797-7600

National Ski Areas Association
20 Maple Street
P.O. Box 2883
Springfield, Massachusetts 01101
(413) 781-4732

National Tour Association
120 Kentucky Avenue
Building A
Lexington, Kentucky 40502
(606) 253-1036

Pacific Cruise Conference
311 California Street
San Francisco, California 94104
(415) 981-5370

Recreational Vehicle Industry Association
P.O. Box 204
Chantilly, Virginia 22021
(703) 968-7722

Society of Incentive Travel
Executives, Inc.
22 West 23rd Street
New York, New York 10010
(212) 741-8046

Travel and Tourism Research Association
P.O. Box 8066, Foothill Station
Salt Lake City, Utah 84108
(801) 581-3351

Travel Industry Association of America
1899 L Street, N.W.
Washington, D.C. 20036
(202) 293-1433

United States Tour Operators Association
211 East 51st Street
Suite 4-B
New York, New York 10022
(212) 944-5727

U.S. Travel Data Center
1899 L Street, N.W.
Washington, D.C. 20036
(202) 293-1040

CANADA

Province Contacts

Alberta

Don Syrnyk, Manager
Travel Alberta
Tourism and Small Business
Capitol Square
10065 Jasper Avenue
Edmonton, Alberta
Canada T5J 0H4
(403) 427-4322

British Columbia

Doug White, Research Officer
Tourism British Columbia
Ministry of Tourism
1117 Wharf Street
Victoria, British Columbia
Canada V8W 2Z2
(604) 387-1566

Manitoba

Neil Nixon, Senior Tourism Planning Officer
Manitoba Department of Economic
Development and Tourism
155 Carlton Street, 7th Floor
Winnipeg, Manitoba
Canada R3C 3H8
(204) 944-4204

New Brunswick

Rod M. Cunningham, Manager
Research & Evaluation Section
Planning & Development Branch
Tourism New Brunswick
P.O. Box 12345
Fredericton, New Brunswick
Canada E3B 5C3
(506) 453-2070

Newfoundland

Derek Stewart, Director
Planning & Evaluation Division
Newfoundland Department of Industrial
Development
7th Floor, Atlantic Place
P.O. Box 2016
St. John's, Newfoundland
Canada A1C 5R8
(709) 737-2974

Northwest Territories

Keith Thompson
Tourism Research and Program
Development Officer
Division of Tourism and Parks
Northwest Territories Department of
Economic Development and Tourism
Yellowknife, Northwest Territories
Canada X1A 2L9
(403) 873-7387

Nova Scotia

Gary Young, Research Analyst
Nova Scotia Department of Tourism
P.O. Box 456
Halifax, Nova Scotia
Canada B3J 2R5
(902) 424-5814

Ontario

Judith Langer, Manager
Ontario Ministry of Tourism and
Recreation
Hearst Block, Queen's Park
900 Bay Street
Toronto, Ontario
Canada M7A 2E5
(416) 965-5725

Prince Edward Island

Stanley Woodman, Manager
Tourism Industry Branch
Prince Edward Island Department of
Tourism, Industry and Energy
P.O. Box 2000
Charlottetown, Prince Edward Island
Canada C1A 7N8
(902) 892-7411

Quebec

Maurice Renoux, Director
Quebec Ministere des Loisirs,
de la Chasse de la Peche
150 St. Cyrille East
Quebec, Quebec
Canada G1R 4Y1
(418) 643-1409

Saskatchewan

Mike Dalidowicz, Manager
Research and Planning
Saskatchewan Tourism and Small Business
2103 - 11th Avenue
Regina, Saskatchewan
Canada S4P 3V7
(306) 565-2334

Yukon

John Spicer, Director
Tourism Yukon
Tourism Planning and Development
P.O. Box 2703
Whitehorse, Yukon Territory
Canada Y1A 2C6
(403) 667-5435

National Contacts

Walter Garrett, Manager
Marketing Research–Canada
Air Canada
Place Air Canada
Montreal, Quebec
Canada H2Z 1X5
(514) 879-7075

B. M. Rusk, Head
Data Base
Policy Planning, Industry Relations
Branch
Tourism Canada
235 Queen Street
Ottawa, Ontario
Canada K1A 0H6
(613) 995-8437

Gordon D. Taylor, Manager
Research and Analysis
Tourism Canada
235 Queen Street
Ottawa, Ontario
Canada K1A 0H6
(613) 996-3564

Allan Burr, Manager
Marketing Research
C.P. AIR
One Grant McConachie Way
Vancouver, British Columbia
Canada V7B 1V1
(604) 270-5211

R. A. Chadwick, Chief
Education, Culture and Tourism Division
Statistics Canada
R. H. Coats Building, 15A
Ottawa, Ontario
Canada K1A 0T6
(613) 992-7372

Paul Palradis, Chief
International Travel Section
Statistics Canada
FF & ME Division
R. H. Coats Building, 21st Floor
Ottawa, Ontario
Canada K1A 0T6
(613) 995-0847

Garth C. Campbell, President
Tourism Industry Association of Canada
130 Albert Street, Suite 1016
Ottawa, Ontario
Canada K1P 5G4
(613) 238-3883

Terry Hooper, Director
Marketing Information
VIA RAIL Canada, Inc.
1801 McGill College Avenue, Room 1240
Montreal, Quebec
Canada H3A 2N4
(514) 286-2710

SOURCES OF INFORMATION

1 *National Park Statistical Abstract*, Denver: Statistical Office, National Park Service; *Public Use of National Parks*, Washington, D.C.: National Park Service, U.S. Department of the Interior.

2 *Campground Use in the National Park Service and Overnight Stays*, Washington, D.C.: Branch of Statistics Analysis, National Park Service, U.S. Department of the Interior, annual

3 Division of State Parks, Monuments and Historical Sites, Alabama Department of Conservation, Montgomery, Alabama 36104.

4 Division of Parks, Alaska Department of Natural Resources, 619 Warehouse Drive, Suite 210, Anchorage, Alaska 99501.

5 Arizona State Parks, 1688 W. Adams, Phoenix, Arizona 85007.

6 Arkansas Department of Parks and Tourism, 1 Capitol Mall, 4A-900, Little Rock, Arkansas 72201.

7 California Department of Parks and Recreation, P.O. Box 2390, Sacramento, California 95811.

8 Park and Outdoor Recreation Division, Colorado Department of Natural Resources, 1313 Sherman Street, Room 618, Denver, Colorado 80203.

9 Parks and Recreation Unit, Connecticut Department of Environmental Protection, State Office Building, Hartford, Connecticut 06115.

10 Division of Parks and Recreation, Delaware Department of Natural Resources and Environmental Control, Tatnall Building, Dover, Delaware 19901.

11 Division of Recreation and Parks, Florida Department of Natural Resources, 3900 Commonwealth Blvd., Tallahassee, Florida 32304.

12 Parks Recreation, and Historic Sites, State of Georgia, 270 Washington Street, Atlanta, Georgia 30334.

13 Division of State Parks, Hawaii Department of Land and Natural Resources, P.O. Box 621, Honolulu, Hawaii 96809.

14 Idaho Department of Parks, State House, Boise, Idaho 83707.

15 Division of Parks and Memorials, Illinois Department of Conservation, State Office Building, Springfield, Illinois 62706.

16 Division of State Parks, Indiana Department of Natural Resources, 616 State Office Building, Indianapolis, Indiana 46204.

17 Division of Land and Waters, Iowa State Conservation Commission, East 7th and Court Avenue, Des Moines, Iowa 50319.

18 Kansas State Park and Resources Authority, 801 Harison, Topeka, Kansas 66612.

19 Kentucky Department of Parks, Frankfort, Kentucky 40601.

20 State Parks and Recreation Commission, State of Louisiana, Baton Rouge, Louisiana 70804.

21 Maine State Park and Recreation Commission, Augusta, Maine 04330.

22 Maryland Department of Forests and Parks, Annapolis, Maryland 21401.

23 Division of Forests and Parks, Massachusetts Department of Natural Resources, Boston, Massachusetts 02202.

24 Parks and Recreation Division, Michigan Department of Conservation, Stevens T. Mason Building, Lansing, Michigan 48926.

25 Division of Parks and Recreation, Minnesota Department of Natural Resources, Box 39, Centennial Building, St. Paul, Minnesota 55155.

26 Mississippi State Park Commission, Jackson, Mississippi 39201.

27 Division of Parks and Recreation, Missouri Department of Natural Resources, Jefferson City, Missouri 65101.

28 Recreation and Parks Division, Montana Department of Fish and Game, Helena, Montana 59601.

29 Nebraska Game and Parks Commission, 2200 N. 33rd Street, P.O. Box 30370, Lincoln, Nebraska 68503.

30 Nevada Division of State Parks, Carson City, Nevada 89701.

31 Division of Parks, New Hampshire Department of Resources and Economic Development, State House Annex, Concord, New Hampshire 03301.

32 Division of Parks and Forestry, Bureau of Park Management, New Jersey Department of Environmental Protection, CN 404, Trenton, New Jersey 08625.

33 New Mexico State Park Commission, Santa Fe, New Mexico 87501.

34 New York State Office of Parks, Recreation and Historic Preservation, The Governor Nelson A. Rockefeller Empire State Plaza, Agency Building 1, Albany, New York 12238.

35 Division of State Parks, North Carolina Department of Conservation and Development, Raleigh, North Carolina 27602.

36 North Dakota Park Service, 1424 W. Century Avenue, Suite 202, Bismarck, North Dakota 58501.

37 Division of Parks and Recreation, Ohio Department of Natural Resources, Fountain Square, Columbus, Ohio 43224.

38 Oklahoma Industrial Development and Parks Department, Will Rogers Memorial Building, Oklahoma City, Oklahoma 73105.

39 State Parks and Recreation Division, Oregon Department of Transportation, 525 Trade Street S.E., Salem, Oregon 97310.

40 Bureau of State Parks, Pennsylvania Department of Environmental Resources, P.O. Box 1467, Harrisburg, Pennsylvania 17120.

41 Division of Parks and Recreation, Department of Public Works, State of Rhode Island, Providence, Rhode Island 02903.

42 South Carolina State Parks, 1205 Pendleton Street, Columbia, South Carolina 29201.

43 Division of Parks and Recreation, South Dakota Department of Game, Fish and Parks, Pierre, South Dakota 57501; and Superintendent, Custer State Park, Hermosa, South Dakota 57744.

44 Division of State Parks, Tennessee Department of Conservation, Nashville, Tennessee 37219.

45 State Parks Division, Texas Parks and Wildlife Department, 4200 Smith School Road, Austin, Texas 78744.

46 Utah State Parks and Recreation, 1596 W. North Temple, Salt Lake City, Utah 84116.

47 State Park Service, Vermont Department of Forest and Parks, Montpelier, Vermont 05602.

48 Division of Parks, Virginia Department of Conservation and Economic Development, 1201 Washington Building, Capitol Square, Richmond, Virginia 23219.

49 Washington State Parks and Recreation Commission, Olympia, Washington 98501.

50 Division of Parks and Recreation, West Virginia Department of Natural Resources, Charleston, West Virginia 25305.

51 Forest and Parks, Wisconsin Conservation Department, Madison, Wisconsin 53702.

52 Wyoming Recreation Commission, 1920 Thomes, Cheyenne, Wyoming 82002.

53 *State Summary of National Forest Recreation Use*, Washington, D.C.: Division of Recreation Management, Forest Service, U.S. Department of Agriculture, annual.

54 Bureau of Publicity and Information, 532 S. Perry Street, Montgomery, Alabama 36104; and Lewis Copeland Reports.

55 Alaska Division of Travel, Pouch E, Juneau, Alaska 99811.

56 Arizona Office of Tourism, 3507 N. Central Avenue, Phoenix, Arizona 85012.

57 Bureau of Business and Economic Research, College of Business Administration, Arizona State University, Tempe, Arizona 85281.

58 Arkansas Department of Parks and Tourism, One Capitol Mall, Little Rock, Arkansas 72201; and Division of Planning and Research, Arkansas State Highway Department, P.O. Box 2261, Little Rock, Arkansas 72203.

59 Bureau of Economics and Statistics, Delaware Department of Finance, 820 N. French Street, Wilmington, Delaware 19801.

60 *Air Transport*, Air Transport Association of America, 1709 New York Avenue, N.W., Washington, D.C. 20006. Annual.

61 California Office of Tourism, 1030 13th Street, No. 200, Sacramento, California 95814; Research Department, California State Chamber of Commerce, San Francisco, California; Southern California Visitors Council, 705 W. Seventh Street, Los Angeles, California 90017; and California Office of Business Development, 1120 'N' Street, Room 2101, Sacramento, California 95814.

62 Colorado Division of Commerce and Development, Travel Marketing Section, 1313 Sherman Street, Room 500, Denver, Colorado 80203.

63 Connecticut Department of Economic Development, 210 Washington Street, Hartford, Connecticut 06106.

64 Washington Convention and Visitors Association, 1575 Eye Street, N.W., No. 250, Washington, D.C. 20005.

65 Division of Tourism, Florida Department of Commerce, Collins Building, Tallahassee, Florida 32301, and "Tourism in Florida," *Business and Economic Dimensions*, Vol. 16, No. 2, 1980, Bureau of Business and Economic Research, University of Florida, 221 Matherly Hall, Gainesville, Florida 32611.

66 Georgia Department of Industry and Trade, Tourist Division, P.O Box 1776, Atlanta, Georgia 30301.

67 Department of Research, Hawaii Visitors Bureau, 2270 Kalakaua Avenue, Ste. 801, Honolulu, Hawaii 96815.

68 Division of Tourism and Industrial Development, Capitol Building, Boise, Idaho 83720; and *Idaho Travelers, 1973*.

69 Illinois Office of Tourism, 310 S. Michigan, Suite 1000, Chicago, Illinois 60604; and Copeland, Lewis C. and Leona, *Travel in Illinois, 1971*.

70 Tourism Development Division, Indiana Department of Commerce, One North Capitol, Suite 700, Indianapolis, Indiana 46204; and Copeland, Lewis C., *Travel in Indiana, An Economic Analysis of Tourists and the Travel-Serving Business*.

71 Iowa Development Commission, 600 E. Court Avenue, Suite A, Des Moines, Iowa 50309; *Iowa Information Center Survey, 1982 and 1979*; and Copeland, Lewis C., *Travel in Iowa During 1973, 1974, 1975 and 1976*.

72 Travel and Tourism Division, Kansas Department of Economic Development, 503 Kansas Avenue, 6th Floor, Topeka, Kansas 66603, and Steckler, Melvin J., *Impact of the Travel Industry on the Kansas Economy, 1970*.

73 Kentucky Office of Tourism Development, Capital Plaza Tower, 22nd Floor, Frankfort, Kentucky 40601; and Copeland, Lewis C. and Leona, *Survey of Travel in Kentucky, 1973-76*.

74 Louisiana Office of Tourism, Box 44291, Baton Rouge, Louisiana 70804, *The Economic Impact of Travel on Louisiana Parishes*, 1981 and 1982, U.S. Travel Data Center for Louisiana Office of Tourism; and *Louisiana Tourism, 1973*.

75 *Survey of Tourist Traffic on Louisiana Highways*, Gulf South Research Institute, 1967.

76 Maine State Development Office, 193 State Street, Augusta, Maine 04333; and *Tourism in Maine*, June 1974.

77 Maryland Office of Tourist Development, 45 Calvert Street, Annapolis, Maryland 21401.

78 *The Tourism and Recreation Story in Massachusetts, 1972*, Massachusetts Department of Commerce and Development, Bureau of Vacation Travel, Division of Tourism, 100 Cambridge Street, Boston, Massachusetts 02202.

79 Tax Research Division, Minnesota Department of Revenue, Centennial Office Building, St. Paul, Minnesota 55145.

80 Travel Bureau, Michigan Department of Commerce, P.O. Box 30226, Lansing, Michigan 48909.

81 *National Petroleum News Factbook*, Hunter Publishing Company, Des Plaines, Illinois 60016.

82 Office of Tourism, Minnesota Department of Energy and Economic Development, 419 N. Robert Street, 240 Bremer Building, St. Paul, Minnesota 55101.

83 *The Nature and Significance of Travel Trends in Mississippi–1970*, and *Travel in Mississippi During 1972*, Travel Department, Mississippi Agricultural and Industrial Board, 1504 State Office Building, P.O. Box 849, Jackson, Mississippi 39206; and Bureau of Business Research, University of Southern Mississippi, P.O. Box 94, Hattiesburg, Mississippi 39401.

84 Missouri Division of Tourism, P.O. Box 1055, Jefferson City, Missouri 65063.

85 Montana Promotion Division, 1424 9th Avenue, Helena, Montana 59620.

86 Division of Research, Nebraska Department of Economic Development, P.O. Box 94666, Lincoln, Nebraska 68509.

87 Nevada Department of Highways, Planning Survey Division, Carson City, Nevada 89701; and Nevada Department of Economic Development, Capitol Complex, Carson City, Nevada 89710.

88 New York Department of Commerce, One Commerce Plaza, Albany, New York 12245.

89 New Hampshire Department of Resources and Economic Development, Office of Vacation Travel, Box 856, Concord, New Hampshire 03301; and *The Impact of Recreation Vacation and Travel on New Hampshire, 1971*, New Hampshire Office of State Planning, Concord, New Hampshire 03301.

90 New Jersey Division of Travel and Tourism, 1 West State Street, Room 600, Trenton, New Jersey 08625. and Chief, State Promotion Section, New Jersey Department of Conservation and Economic Development, Box 1889, Trenton, New Jersey 08625.

91 New Mexico Department of Development, Tourist Division, Bataan Memorial Building, Santa Fe, New Mexico 87503.

92 Travel Office, North Carolina Department of Commerce, 430 N. Salisbury Street, Raleigh, North Carolina 27611; Copeland, Lewis C., *North Carolina Travel Survey, 1970-72*, Travel Council of North Carolina, Inc., 601 Branch Bank Building, Raleigh, North Carolina 27602; and *1973 North Carolina Travel Survey* and *Travel and Tourism in North Carolina, 1976*, Travel and Tourism Division, Department of Commerce, P.O. Box 25249, Raleigh, North Carolina 27611.

93 North Dakota State Tourism Promotion, Capitol Grounds, Bismarck, North Dakota 58505; and *North Dakota Tourist Survey, 1971*, North Dakota State Highway Department, Planning and Research Division, Bismarck, North Dakota 58501.

94 Ohio Office of Travel and Tourism, P.O. Box 1001, Columbus, Ohio 43216; and *Ohio's Hidden Asset: Travel and Tourism in the Buckeye State*, Ohio Travel Council, Inc.

95 Copeland, Lewis C., *Tourist and the Travel Business in Oklahoma, 1973*, Oklahoma Tourism and Recreation Department, 500 Will Rogers Building, Oklahoma City, Oklahoma 73105.

96 Oklahoma Tourism and Recreation Department, 500 Will Rogers Building, Oklahoma City, Oklahoma 73105; and Oklahoma Department of Highways and Bureau of Business and Economic Research, University of Oklahoma, Norman, Oklahoma 73069.

97 Research and Statistics, Division of Taxation, Department of the Treasury, 55 Barrack Street, Trenton, New Jersey 08646.

98 Tourism Division, Oregon Economic Development Department, 595 Cottage Street, N.E., Salem, Oregon 97310; Travel Information Section, Oregon Department of Transportation, 101 Transportation Building, Salem, Oregon 97310; *Tourist Revenue Studies, 1970, 1971, and 1973*; and *Impact of Travel on Oregon Economy, 1972*, by Battelle Pacific Northwest.

99 Pennsylvania Bureau of Travel Development, 416 Forum Building, Harrisburg, Pennsylvania 17109; and *The Effect of Travel on the Economy of Pennsylvania*, Pennsylvania Travel Industry Advisory Council, Box 5, Harrisburg, Pennsylvania 17120.

100 Tourist Division, Rhode Island Department of Economic Development, 7 Jackson Walkway, Providence, Rhode Island 02903; and *Rhode Island Tourist Survey, 1969*.

101 South Carolina Department of Parks, Recreation and Tourism, 1205 Pendleton Street, Ste. 113, Columbia, South Carolina 29201; and Copeland, Lewis C., *Travelers and South Carolina Business During 1973, An Economic Analysis*.

102 South Dakota Division of Tourism, P.O. Box 6000, Pierre, South Dakota 57501; Lamberton, C. E. and Peters, Douglas, *Travel and Tourism in South Dakota, Summer 1977*, Department of Economics, South Dakota State University, Brookings, South Dakota; and Montgomery, V.E. and Garry, Rich, *Out-of-State Travelers in South Dakota, 1972*, Business Research Bureau, School of Business, University of South Dakota, Vermillion, South Dakota 57069.

103 Thompson, John R., *Travel/Tourism in Tennessee, 1978*; and Copeland, Lewis C. and Leona, *Tennessee Travel Business, 1973-1976*, Tennessee Department of Tourist Development, 601 Broadway, 2nd Floor, Associate Capital Building, Nashville, Tennessee 37203.

104 *Texas Visitor Industry* reports, Travel and Information Division, Texas Department of Highways and Public Transportation, 11th and Brazos Streets, Austin, Texas 78701; and Texas Tourist Development Agency, Box 12008 Capital Station, Austin, Texas 78711.

105 Institute of Outdoor Recreation and Tourism, Utah State University, Logan, Utah 84322; Bureau of Economic and Business Research, University of Utah, Salt Lake City, Utah 84112; Utah State Department of Highways, State Office Building, Salt Lake City, Utah 84114; and Utah Travel Council, Council Hall, Capitol Hill, Salt Lake City, Utah 84114.

106 Vermont Agency of Development and Community Affairs, Pavilion Office Building, Montpelier, Vermont 05602.

107 Virginia Division of Tourism, 202 N. Ninth Street, Richmond, Virginia 23219; *Travel in Virginia 1979: An Economic Analysis*, and *Virginia Visitor Travel Survey, 1979*, Virginia Department of Highways and Transportation, 1221 E. Broad Street, Richmond, Virginia 23219; Copeland, Lewis C., *Virginia's Billion Dollar Year, 1973*; and *Travel in Virginia: An Economic Analysis, 1973-76*, Virginia State Travel Service, Richmond, Virginia 23219.

108 Washington State Department of Commerce and Economic Development, Travel Development Division, General Administration Building, Olympia, Washington 98504.

109 Travel Development Division, Department of Commerce, State of West Virginia, Building 6, Room 564, State Capitol, Charleston, West Virginia 25302; and *West Virginia Travel, 1973-1976*, Bureau of Business Research, West Virginia University, Morgantown, West Virginia 26506.

110 *National Travel Expenditure Study (1972, 1974, 1976 and 1977)*, U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036.

111 Wisconsin Division of Tourism, P.O. Box 7970, Madison, Wisconsin 53707.

112 Tomlinson, Robert J., *Second Annual Report on the Wyoming Travel/Tourism Industry*, Industrial Development Division, Department of Economic Planning and Development, Cheyenne, Wyoming.

113 State Tax Commission, Heber M. Wells Building, 160 East 300 South, Salt Lake City, Utah 84134.

114 *1982 National Travel Survey: Full Year Report*, U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. 1983.

115 *The Miller Lite Report on American Attitudes Toward Sports, 1983*, Miller Brewing Company, 3939 West Highland Blvd., Milwaukee, Wisconsin 53201.

116 *Recap of International Travel To and From the United States in 1982*, United States Travel and Tourism Administration, U.S. Department of Commerce, Washington, D.C. 20230. July 1983.

117 Research and Statistics Division, Alabama Department of Industrial Relations, Industrial Relations Building, Montgomery, Alabama 36130.

118 Employment Security Division, Alaska Department of Labor, P.O. Box 3-7000, Juneau, Alaska 99802.

119 Arizona Department of Economic Security, P.O. Box 6123, Phoenix, Arizona 85005.

120 Arkansas Employment Security Division, Box 2981, Little Rock, Arkansas 72203.

121 Employment Data and Research Division, California Employment Development Department, P.O. Box 1679, Sacramento, California 95808.

122 Colorado Division of Employment and Training, 251 E. 12th Avenue, Denver, Colorado 80203.

123 Office of Research and Information, Employment Security Division, Connecticut Labor Department, 200 Folly Brook Blvd., Hartford, Connecticut 06109.

124 Department of Labor, University Plaza Office Complex, Building D, Chapman Road, Route 273, Newark, Delaware 19713.

125 Research and Analysis, Division of Labor Market Information, District of Columbia Department of Employment Services, 500 C Street, N.W., Washington, D.C. 20001.

126 Bureau of Research and Analysis, Department of Labor and Employment Security, Caldwell Building, Tallahassee, Florida 32301.

127 Employment Security Agency, Georgia Department of Labor, 254 Washington Street, S.W., Atlanta, Georgia 30334.

128 Department of Labor and Industrial Relations, P.O. Box 3680, Honolulu, Hawaii 96811.

129 Department of Employment, P.O. Box 35, Boise, Idaho 83707.

130 Research and Analysis Division, Bureau of Employment Security, Illinois Department of Labor, 910 S. Michigan Avenue, Chicago, Illinois 60605.

131 Employment Security Division, 10 North Senate Avenue, Indianapolis, Indiana 46204.

132 Research and Analysis, Iowa Department of Job Service, 1000 East Grand Avenue, Des Moines, Iowa 50319.

133 Research and Analysis Section, Division of Employment, Kansas Department of Human Resources, 401 Topeka Avenue, Topeka, Kansas 66603.

134 Department of Human Resources, 275 E. Main Street, Frankfort, Kentucky 40621.

135 Research and Statistics Unit, Louisiana Department of Labor, P.O. Box 44094, Capitol Station, Baton Rouge, Louisiana 70804

136 Bureau of Employment Security, Maine Department of Labor, 20 Union Street, Augusta, Maine 04330.

137 Research and Analysis Division, Department of Human Resources, 1100 North Eutaw Street, Baltimore, Maryland 21201.

138 Division of Employment Security, Charles F. Hurley Employment Security Building, Government Center, Boston, Massachusetts 02114.

139 Research and Statistics Division, Employment Security Commission, 7310 Woodward Avenue, Detroit, Michigan 48202.

140 Department of Economic Security, 390 North Robert Street, St. Paul, Minnesota 55101.

141 Mississippi Employment Security Commission, P.O. Box 1699, Jackson, Mississippi 39205.

142 Division of Employment Security, Department of Labor and Industrial Relations, P.O. Box 59, Jefferson City, Missouri 65101.

143 Research and Analysis Bureau, Employment Security Commission, Department of Labor and Industry, P.O. Box 1728, Helena, Montana 59624.

144 Division of Employment, Department of Labor, P.O. Box 94600, Lincoln, Nebraska 68509.

145 Nevada Employment Security Department, 500 East Third Street, Carson City, Nevada 89713.

146 Department of Employment Security, 32 South Main Street, Concord, New Hampshire 03301.

147 Division of Planning and Research, Department of Labor and Industry, John Fitch Plaza, Room 202, Trenton, New Jersey 08625.

148 Research and Statistics (6097), Employment Security Department, P.O. Box 1928, Albuquerque, New Mexico 87103.

149 Division of Research and Statistics, Department of Labor, State Campus Building 12, Albany, New York 12240.

150 Labor Market Information Division, Employment Security Commission of North Carolina, P.O. Box 25903, Raleigh, North Carolina 27611.

151 Research and Statistics, Job Service North Dakota, 1000 E. Divide Avenue, P.O. Box 1537, Bismarck, North Dakota 58502.

152 Division of Research and Statstics, Ohio Bureau of Employment Services, 145 South Front Street, Columbus, Ohio 43216.

153 Research and Planning Division, Employment Security Commission, 310 Will Rogers Memorial Office Building, Oklahoma City, Oklahoma 73105.

154 Employment Division, Oregon Department of Human Resources, 875 Union Street, N.E., Salem, Oregon 97311.

155 Research and Statistics Division, Department of Labor and Industry, Seventh and Forster Streets, Harrisburg, Pennsylvania 17121.

156 Department of Employment Security, 24 Mason Street, Providence, Rhode Island 02903.

157 Manpower Research and Analysis Section, Employment Security Commission, P.O. Box 995, Columbia, South Carolina 29202.

158 Office of Administrative Services, South Dakota Department of Labor, 607 North 4th Street, Box 1730, Aberdeen, South Dakota 57401.

159 Research and Statistics, Department of Employment Security, 436 Sixth Avenue North, Room 519, Nashville, Tennessee 37219.

160 Texas Employment Commission, 1117 Trinity Street, Austin, Texas 78701.

161 Department of Employment Security, P.O. Box 11249, Salt Lake City, Utah 84147.

162 Department of Employment and Training, P.O. Box 488, Montpelier, Vermont 05602.

163 Division of Research and Statistics, Department of Labor and Industry, P.O. Box 12064, Richmond, Virginia 23241.

164 Employment Security Department, 212 Maple Park, Olympia, Washington 98504.

165 Division of Labor and Economic Statistics, Department of Employment Security, 112 California Avenue, Charleston, West Virginia 25305.

166 Employment Security Commission, P.O. Box 2760, Casper, Wyoming 82601.

167 Department of Revenue, 125 S. Webster Street, P.O. Pox 8933, Madison, Wisconsin 53708; and Wisconsin Division of Tourism, P.O. Box 177, Madison, Wisconsin 53702.

168 Tax Division, Arkansas Department of Finance and Administration, P.O. Box 1272, Little Rock, Arkansas 72203.

169 "Detailed Components of State Personal Income (Intermediate Table)", Bureau of Economic Analysis, U.S. Department of Commerce, Washington, D.C. 20235.

170 Center for Business and Economic Research, College of Commerce and Business Administration, University of Alabama, Box AK, University, Alabama 35486.

171 Audit Division, Alaska Department of Revenue, State Office Building, 11th Floor, Pouch SA, Juneau, Alaska 99811.

172 Management Services, Arizona Department of Revenue, Capitol Building, 1700 W. Washington, Phoenix, Arizona 85007.

173 *Statistical Abstract of the United States*, Bureau of the Census, U.S. Department of Commerce, Washington, D.C.

174 Colorado Department of Revenue, Statistics and Research, 1375 Sherman Street, Room 422, Denver, Colorado 80261.

175 Connecticut Department of Revenue Services, 92 Farmington Avenue, Hartford, Connecticut 06115.

176 Department of Finance and Revenue, Municipal Center, 300 Indiana Avenue, N.W., Washington, D.C. 20001.

177 Florida Department of Revenue, Tallahassee, Florida 32301.

178 Georgia Revenue Department, Research Room 401, Trinity-Washington Building, Atlanta, Georgia 30334.

179 Tax Research and Planning, Hawaii Department of Taxation, Honolulu, Hawaii 96813.

180 Illinois Department of Revenue, Springfield, Illinois 62706.

181 Sales Tax Division, Indiana Department of Revenue, State Office Building, 100 N. Senate Avenue, Indianapolis, Indiana 46204.

182 Research and Management Services, Iowa Department of Revenue, Hoover State Office Building, Des Moines, Iowa 50319.

183 Planning and Research Bureau, Kansas Department of Revenue, State Office Building, Topeka, Kansas 66625.

184 Research and Statistics, Kentucky Department of Revenue, Frankfort, Kentucky 40601.

185 Sales Tax Division, Louisiana Department of Revenue and Taxation, P.O. Box 201, Baton Rouge, Louisiana 70821.

186 Bureau of Taxation, State Office Building, Augusta, Maine 04330, and State Planning Office, 184 State Street, Augusta, Maine 04333.

187 Retail Sales Tax Division, Comptroller of the Treasury, 301 West Preston Street, Baltimore, Maryland 21201.

188 Research and Statistics, Comptroller's Division, 1 Ashburton Place, Boston, Massachusetts 02108.

189 Research and Statistics Section, Department of Treasury, Treasury Building, Lansing, Michigan 48922.

190 State Tax Commission, Jackson, Mississippi 39201.

191 Office of Sales/Use Taxes, Business Taxes Bureau, Missouri Department of Revenue, P.O. Box 840, Jefferson City, Missouri 65105.

192 Sales and Use Tax Division, North Carolina Department of Revenue, P.O. Box 25000, Raleigh, North Carolina 27640.

193 Sales and Use Tax Division, Oklahoma Tax Commission, State Capitol, Oklahoma City, Oklahoma 73105.

194 Office of Policy Evaluation and Analysis, Department of Revenue, Strawberry Square, 11th Floor, Room 47, Harrisburg, Pennsylvania 17127.

195 Administrative Division, South Carolina Tax Commission, P.O. Box 125, Columbia, South Carolina 29214.

196 Sales Tax Division, Department of Revenue, Capitol Lake Plaza, Pierre, South Dakota 57501; and Business Research Bureau, School of Business, University of South Dakota, Vermillion, South Dakota 57069.

197 Research, Tennessee Department of Revenue, State Capitol/Office, Nashville, Tennessee 37219.

198 Excise and State Tax Division, Texas Comptroller of Public Accounts, State Office Building, Austin, Texas 78701.

199 Vermont Department of Taxes, Tax Research and Information, Montpelier, Vermont 05602.

200 Research Division, Department of Taxation, State Finance Building, Capitol Square, Richmond, Virginia 23219.

201 Division of Research and Information, Washington Department of Revenue, State Capitol, Olympia, Washington 98501.

202 State Tax Department of West Virginia, Charleston, West Virginia 25305.

203 Sales and Use Tax Division, Wyoming Department of Revenue and Taxation, 2200 Carey Avenue, Cheyenne, Wyoming 82002.

204 Statistical Research and Consulting Division, California State Board of Equalization, 1020 N. Street, P.O. Box 1799, Sacramento, California 95808, and *Statistical Abstract of the United States*, 1970 (91st Edition), U.S. Bureau of the Census, Washington, D.C.

205 Bureau of Tax Research and Statistics, Department of Taxation and Finance, State Campus, Albany, New York 12227.

206 Ministry of Labour, Parliament Buildings, Victoria, British Columbia, Canada V8V 1X4.

207 Quebec Department of Tourism, Game and Fish, 150 est Boul. St. Cyrille, Quebec, Quebec, Canada G1R 4Y1.

208 Division of Taxation, Department of Administration, 289 Promenade Street, Providence, Rhode Island 02908.

209 *Visitors to the Northwest Territories, 1982*, Division of Tourism and Parks, Department of Economic Development and Tourism, Government of Northwest Territories, Yellowknife, Northwest Territory, Canada X1A 2L9.

210 *Park-Use Statistics*, Socio-Economic Division, Program Management, Park Canada, Ottawa, Ontario, Canada K1A 1G2.

211 Alberta Recreation and Parks, Sun Building, 10363 - 108 Street, Edmonton, Alberta, Canada T5J 1L8.

212 British Columbia Ministry of Recreation and Conservation, Victoria, British Columbia, Canada V8W 2Y9.

213 Delaware State Travel Service, 99 King's Highway, P.O. Box 1401, Dover, Delaware 19903; Copeland, Lewis C., *Tourists and the Delaware Travel Business, 1971*; and Division of Economic Development, 45 The Green, Dover, Delaware 19901.

214 Tourism New Brunswick, Parks Operations Branch, P.O. Box 12345, Fredericton, New Brunswick, Canada E3B 5C3.

215 Newfoundland and Labrador Department of Culture, Recreation and Youth, Provincial Parks Division, St. John's, Newfoundland, Canada.

216 Nova Scotia Department of Lands and Forests, Halifax, Nova Scotia, Canada.

217 Ministry of Natural Resources, Division of Parks, Whitney Block, Queen's Park, Toronto, Ontario, Canada M7A 1W3.

218 Department of Tourism, Industry and Energy, P.O. Box 2000, Charlottetown, Prince Edward Island, Canada C1A 7N8.

219 *Travel, Tourism and Outdoor Recreation, A Statistical Digest*, Statistics Canada, Ottawa, Ontario, Canada K1A 0T6. Every two years.

220 Park Planning Branch, Department of Natural Resources, Regina, Saskatchewan, Canada S4S 0B1.

221 *Alberta Tourism Handbook, Volume I–The Travel Market–1978*, and Travel Alberta, 10065 Jasper Avenue, Edmonton, Alberta, Canada T5J 0H4.

222 *Visitors '79, British Columbia Visitors Travel Survey–1979* (June 1980), British Columbia Research, 3650 Wesbrook Mall, Vancouver, British Columbia, Canada V6S 2L2; and Tourism British Columbia, Research Division, 1117 Wharf Street, 2nd Floor, Victoria, British Columbia, Canada V8W 2Z2.

223 Department of Economic Development and Tourism, 155 Carlton Street, Winnipeg, Manitoba, Canada R3C 3H8.

224 Tourism New Brunswick, P.O. Box 12345, Fredericton, New Brunswick, Canada E3B 5C3.

225 Newfoundland and Labrador Department of Development, Tourism Branch, P.O. Box 2016, St. John's, Newfoundland, Canada A1C 5R8.

226 *Visitor Travel to Nova Scotia*, 1978 and 1982, Research Section, Nova Scotia Department of Tourism, P.O. Box 456, Halifax, Nova Scotia, Canada B3J 2R5.

227 *Tourism Statistical Handbook 1979*, Ontario Ministry of Tourism and Recreation, 900 Bay Street, Hearst Block, Queen's Park, Toronto, Ontario, Canada M7A 2E5.

228 New Hampshire Department of Revenue Administration, 61 South Spring Street, P.O. Box 457, Concord, New Hampshire 03301.

229 Department of Labour and Manpower, Labour Market Services Branch, P.O. Box 6000, Fredericton, New Brunswick, Canada E3B 5H1.

230 Alberta Bureau of Statistics, Alberta Treasury, 480 Terrace Building, 9515 - 107 Street, Edmonton, Alberta, Canada T5K 2C3.

231 Manitoba Department of Economic Development and Tourism, 705-155 Carlton Street, Winnipeg, Manitoba, Canada R3C 3H8; and Department of Labour, Labour Research Division, 608 Norquay Building, Winnipeg, Manitoba, Canada R3C 0P8.

232 Department of Manpower and Industrial Relations, St. John's, Newfoundland, Canada.

233 Ministry of Industry, Commerce, and Tourism, 710, Place D'Youville, Bureau 403, Quebec, Quebec, Canada G1R 4Y4.

234 Department of Labour, Research and Planning Branch, 1914 Hamilton Street, Regina, Saskatchewan, Canada S4P 2Y5.

235 *Traveller Accommodation Statistics* (annual), Statistics Canada, Ottawa, Ontario, Canada K1A 0T6.

236 Ontario Ministry of Labour, Research Branch, 400 University Avenue, 11th Floor, Toronto, Ontario, Canada M7A 1T7.

237 Department of Labour, Economics and Research Division, P.O. Box 697, Halifax, Nova Scotia, Canada B3J 2T8.

238 Saskatchewan Tourism and Small Business, 3211 Albert Street, Regina, Saskatchewan, Canada S4S 5W6.

239 *Tourist Exit Survey*, 1979 and 1981, Prince Edward Island Department of Finance and Tourism, P.O. Box 2000, Charlottetown, Prince Edward Island, Canada C1A 7N8.

240 *Travel Between Canada and Other Countries* (quarterly and annual), Statistics Canada, Ottawa, Ontario, Canada K1A 0T6.

241 "International Travel and Passenger Fares, 1982," Walter G. Kealy, Jr. and Joan Bolyard, *Survey of Current Business*, May 1983, Vol. 63, No. 5, pp. 12-17, Bureau of Economic Analysis, U.S. Department of Commerce, Washington, D.C. 20230. Annual.

242 *Survey of State Travel Offices*, U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. Annual.

243 Research Division, State Tax Commissioner, Nebraska Department of Revenue, Box 94818, Lincoln, Nebraska 68509.

244 *1982 Canadian Travel Survey*, Travel, Tourism and Recreation Section, Statistics Canada, Ottawa, Ontario, Canada.

245 *State Park Statistics, 1967 and 1975*, National Recreation and Park Association, 1601 N. Kent Street, Arlington, Virginia 22209, June 1968 and 1977.

246 Bureau of Research and Statistics Section, Wisconsin Department of Industry, Labor and Human Relations, P.O. Box 7944, Madison, Wisconsin 53707.

247 Idaho State Tax Commission, P.O. Box 36, Boise, Idaho 83722.

248 New Mexico Bureau of Revenue, State Capitol, Santa Fe, New Mexico 85703.

249 Sales and Use Tax Division, North Dakota Tax Department, State Capitol, Bismarck, North Dakota 58501.

250 *Trends in Travel and Tourism Advertising Expenditures in United States Measured Media 1978-1982*, Ogilvy & Mather, 380 Madison Avenue, 22nd Floor, New York, New York 10017. September 1983.

251 *Yukon Tourism Industry Highlights* 1979, 1981, 1982, Yukon Department of Tourism, Heritage and Cultural Resources, Box 2703, Whitehorse, Yukon, Canada Y1A 2C6.

252 *1977 Census of Service Industries, Geographic Area Series*, SC77-A-52, pp. 52-18 to 52-19; *1972 Census of Selected Services, Volume I, Summary and Subject Statistics*, pp. 2-7 to 2-15; and *Selected Services: Hotels, Motor Hotels and Motels*, 1967 Census of Business, U.S. Bureau of the Census, Washington, D.C., 1979, 1976 and 1971. The 1982 Census reports should be available in the Fall 1984.

253 *Tourism Forecasts: Projections of Canada's International Travel Account and Travel Flows Between Canada and Other Countries for the Period 1983-1987*, Research and Analysis, Corporate Affairs, Tourism Canada, Ottawa, Ontario, Canada. March 1983.

254 Department of Labour, Province of Prince Edward Island, Charlottetown, Prince Edward Island, Canada.

255 *1977 Census of Services Industries, Other Service Industries–Northeast Region, North Central Region, South Region and West Region* (Washington, D.C.: Bureau of the Census, 1981); *1972 Census of Selected Services, Volume 1, Summary and Subject Statistics*, pp. 6-5 to 6-7; and *1967 Census of Business*, pp. 7-1 to 7-2. The 1982 Census reports should be available in the Fall 1984.

256 *Impact of Travel on State Economies*, U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. 1977-78, 1980, 1981.

257 *Northern Travel Survey 1978*, Deloitte Haskins & Sells Associates, P.O. Box 283, Suite 3200, Royal Trust Tower, Toronto Dominion Centre, Toronto, Ontario, Canada M5K 1K4.

258 *National Travel Survey, Travel During 1977*, 1977 Census of Transportation, Bureau of the Census, U.S. Department of Commerce, Washington, D.C.

259 National Association of State Park Directors *Annual Information Exchange*, c/o Richard Davies, Arkansas Department of Parks and Tourism, 1 Capitol Mall, Little Rock, Arkansas 72201.

260 *County Business Patterns*, Bureau of the Census, U.S. Department of Commerce, Washington, D.C.